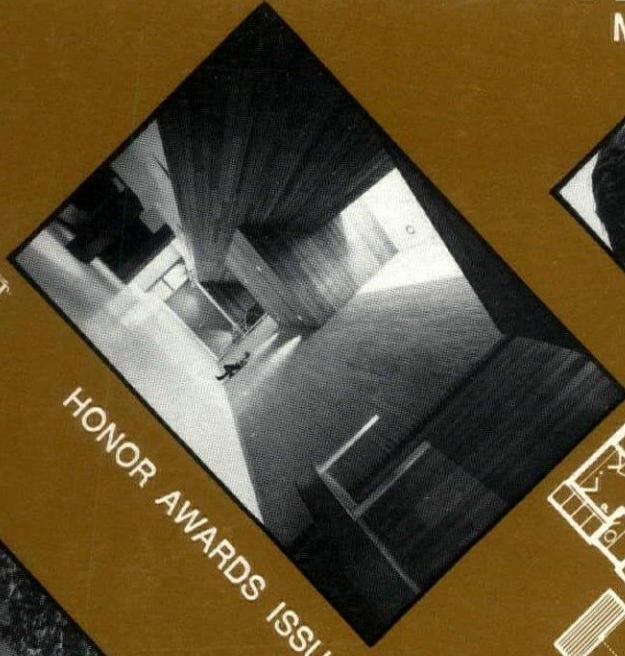


WISCONSIN ARCHITECT

MARCH/APRIL 1973



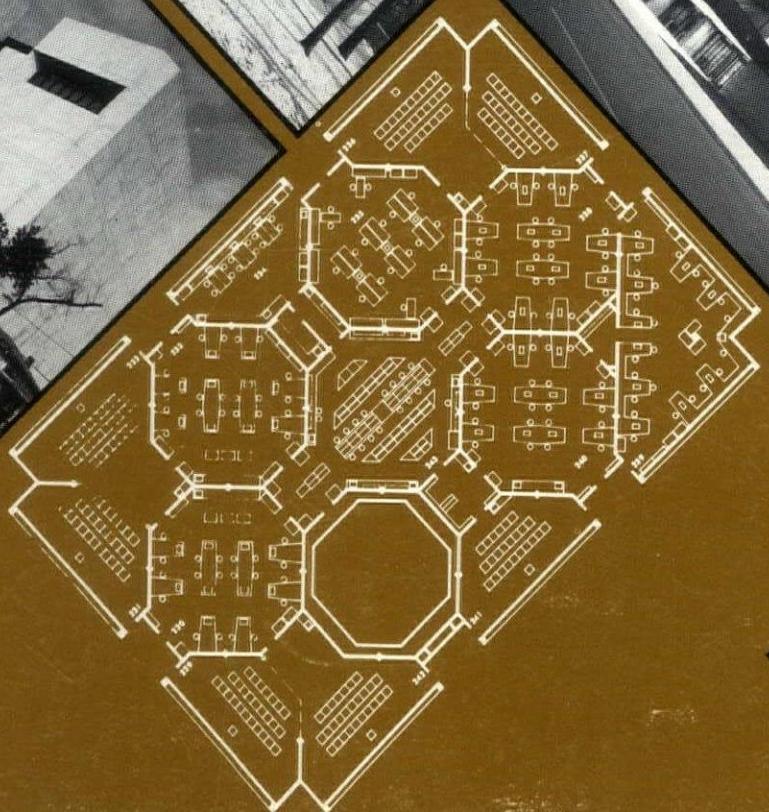
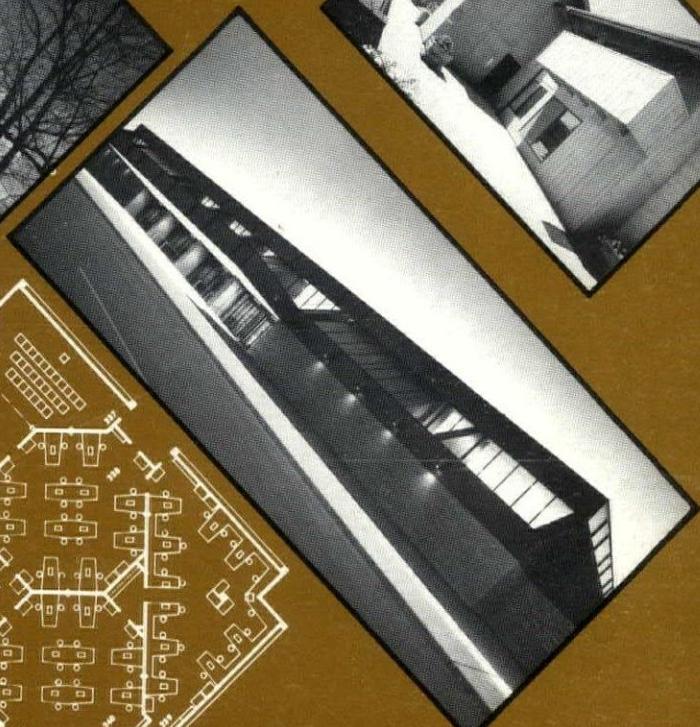
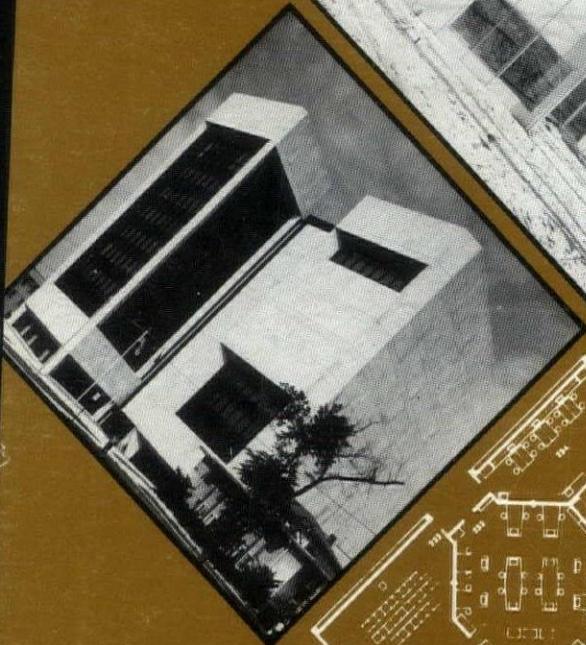
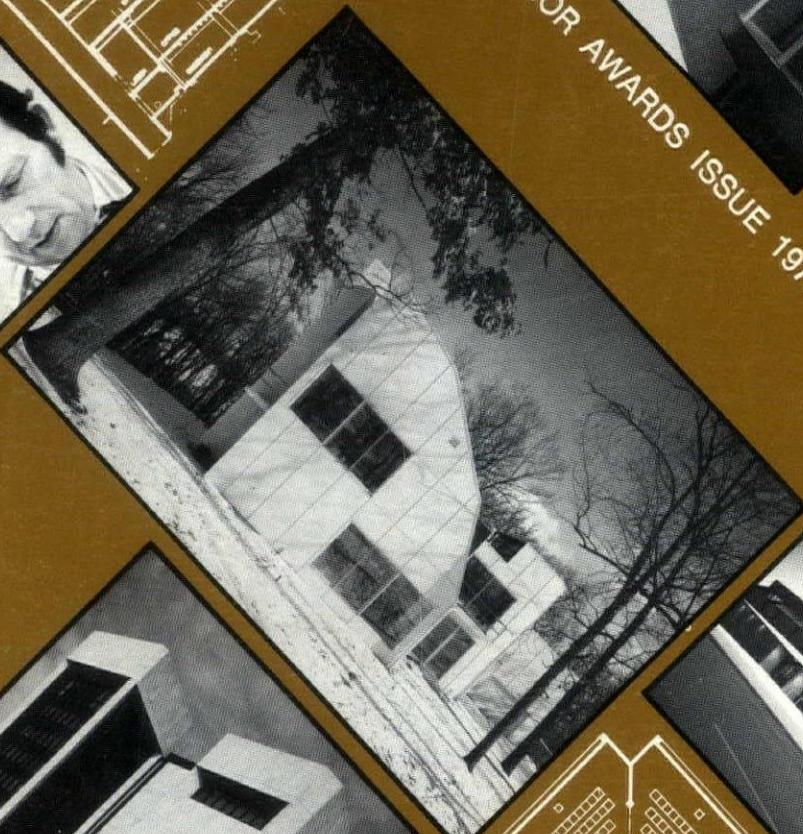
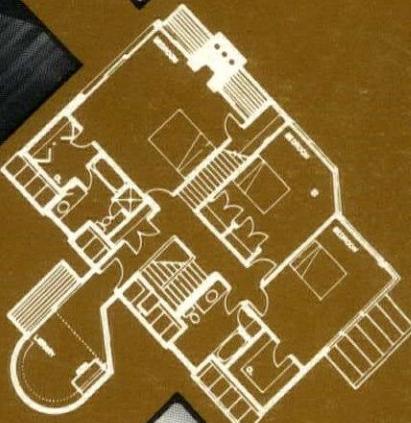
JUROR



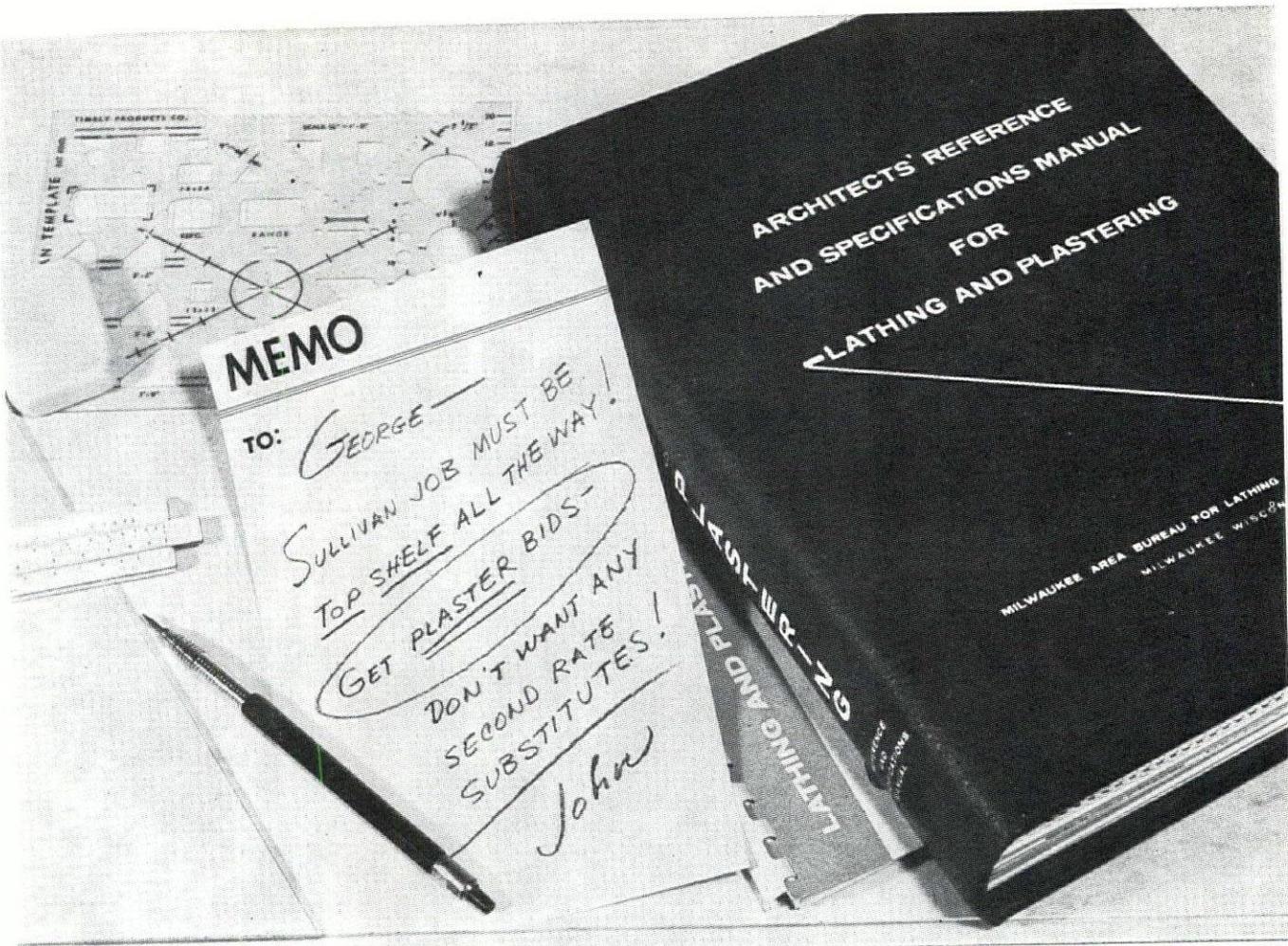
HONOR AWARDS ISSUE 1973



JUROR



JUROR



A first class job deserves a first class product.

Specify plaster!

More and more builders are realizing that today's quality is directly related to tomorrow's new job. Maybe that's why more and more builders are suddenly becoming quality conscious.

When specifying plaster you know you're going first class. Look at the record: Plaster is fireproof. Plaster sounds better — eliminates more between room noises than any look alike substitute material. Plaster main-

tains and decorates easier and better. In fact, plaster is about the most versatile building material around.

And here's the clincher — You'll find that genuine plaster actually costs no more!

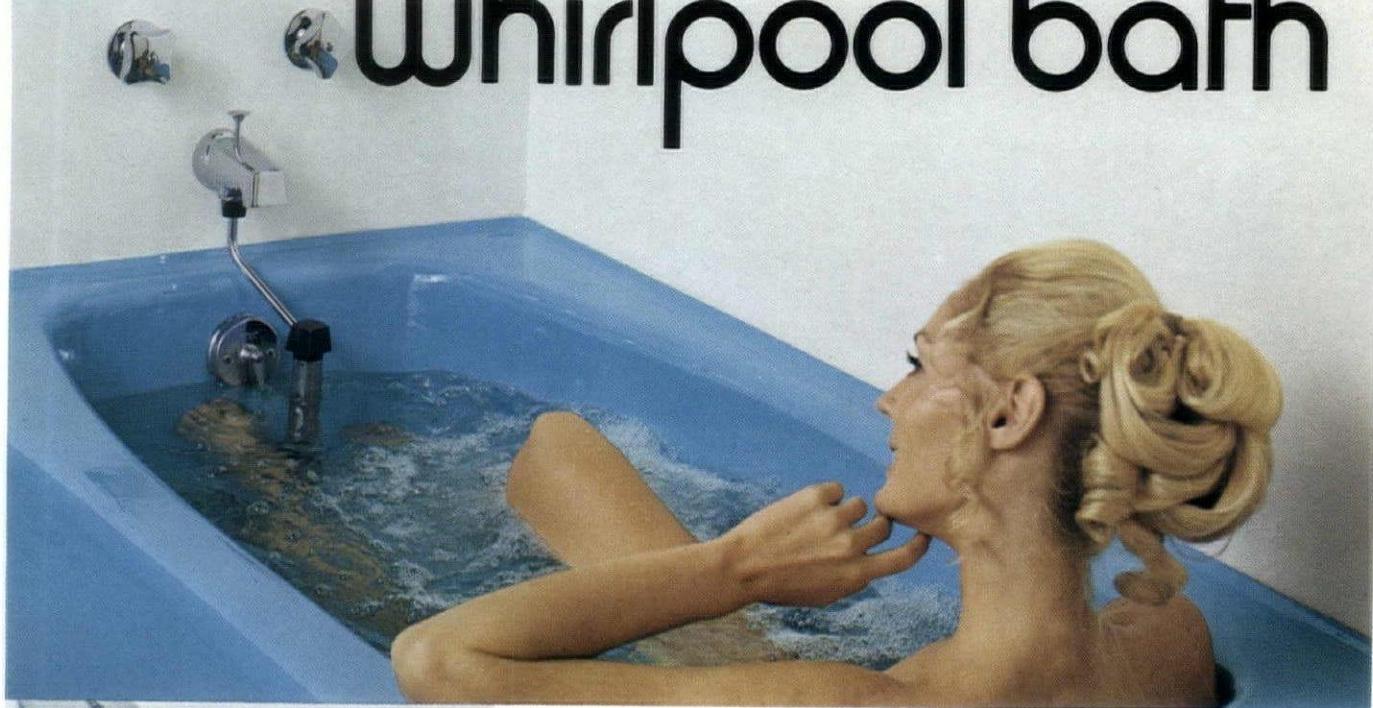
When is the last time you got a quality plaster bid? Isn't it about time you did?

It might be good for your quality image

Specify genuine lath and
PLASTER
it lasts

MILWAUKEE AREA BUREAU FOR LATHING AND PLASTERING
 3274 N. 77th Street, Milwaukee, Wisconsin 53222 • Call A. T. Krueger at 442-4650

The no-motor whirlpool bath



HYDRO-WHIRL whirlpool bathing anyone can afford

Now you can sell a whirlpool bath unit that puts the luxury of whirlpool bathing within easy reach of almost everyone.

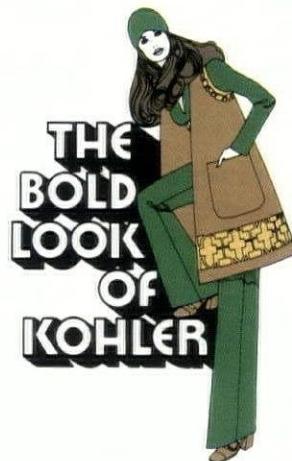
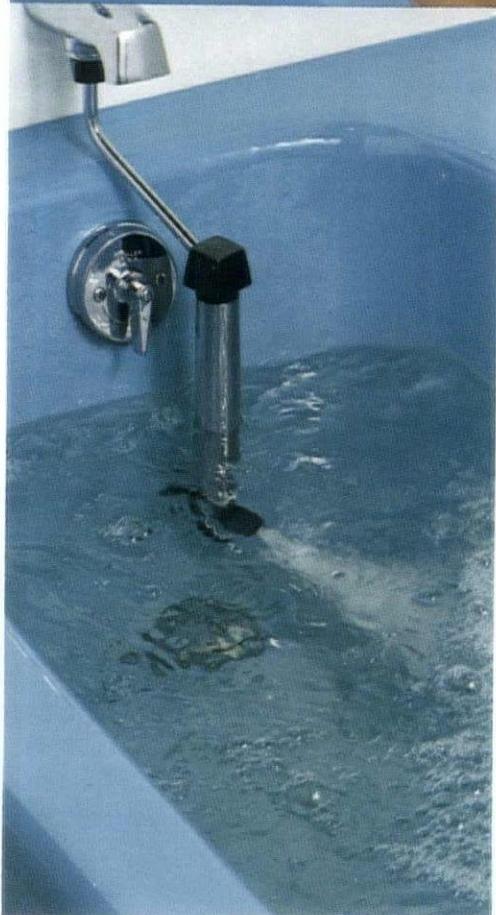
Kohler's economical Hydro-Whirl costs much less than any motor whirlpool bath on the market.

Hydro-Whirl relaxes bathers two ways — it helps soothe with swirls of bubbly water, and it also relieves any concern about electrically powered whirlpool baths.

Hydro-Whirl uses no electricity because it has no motors, pumps or compressors. Its simplified action mixes water from the tub spout with air to deliver a jet flow of bubbly water.

Economical Hydro-Whirl is adaptable to most bathtubs. Attaches to smartly styled replacement spout included with the unit. Finished in polished chromium or gold electroplate.

Hydro-Whirl has benefits your customers are sure to appreciate. Let it add extra profit to every Kohler tub you sell.



CONSULT WITH YOUR LOCAL KOHLER DISTRIBUTOR LISTED HERE

GREEN BAY

Murphy Supply Co., Inc.
228 S. Washington St.
Phone: 1-414-432-3378

MADISON

Automatic Temperature Supplies, Inc.
523 E. Main St.
Phone: 1-608-257-3755

JANESVILLE

Automatic Temperature Supplies, Inc.
Hiway 51 South
Phone: 1-608-754-8106

EAU CLAIRE

W. H. Hobbs Supply Co.
P. O. Box 188
Phone: 1-715-835-5151

WISCONSIN RAPIDS

Mid-State Supply, Inc.
71 Love St.
Phone: 1-715-423-6730

MILWAUKEE

Milwaukee Plumbing & Heating Supply Co.
1313 W. St. Paul Ave.
Phone: 1-414-273-3600

Crichton Corp.
4080 N. Port Washington Rd.
Phone: 1-414-964-6222

BROOKFIELD

H. W. Theis Co.
P. O. Drawer 325
Phone: 1-414-781-5260

SHEBOYGAN

J. J. Koepsell Co.
1010 S. 9th St.
Phone: 1-414-457-3646

WISCONSIN ARCHITECT



Volume 44, No. 3-4 March/April, 1973

Wisconsin Architect is the official publication of the Wisconsin Chapter of the American Institute of Architects, published by the Wisconsin Architect, Inc.

ELLO BRINK, *Executive Editor*

Thomas E. Hall, *Art Director*

Sales Representative: Glenn Miller & Associates

Subscription Rate: \$5 per year. Individual copy 50c.

Address all matters pertaining to Editorial to:

785 North Jefferson Street

Milwaukee, Wisconsin 53202

Phone 272-4668

Advertising to: Glenn Miller & Associates, 1501 Monroe Street, Madison, Wisconsin 53711. Tel.: (608) 256-9096.

Wisconsin Architect, Inc.: *Board of Directors:* Gary V. Zimmerman, Chairman and Treasurer, 1212 W. Wisconsin Avenue, Milwaukee, Wis. 53233; Maynard W. Meyer, President; Ello Brink, Secretary; E. John Knapp; Stephen M. Playter; William P. Wenzler.

Editorial Board: Maynard W. Meyer, Harry Bogner, Willis C. Leenhouts, Tom Briner.

Wisconsin Chapter, The American Institute of Architects: 788 N. Jefferson Street, Milwaukee, Wis. 53202. Phone (414) 276-2250/51. Alan J. Carlson, Executive Director.

Executive Committee: *President*, Douglas H. Smith; *Vice-President*, Richard E. Gustafson; *Secretary/Treasurer*, Walker L. Patton, 2525 University Ave., Madison, Wisconsin 53705; *Ex-Officio*, G. A. D. Schuett; Frank N. Carter, Sheboygan; Ronald D. Hansche, Oshkosh; Richard D. Michael, Eau Claire; Gordon D. Orr, Jr., Madison; Edward Y. Osborne, Milwaukee; Stephen M. Playter, Eau Claire; James T. Potter, Madison; Richard C. Shutter, Madison; Wayne E. Spangler, Rice Lake; Robert J. Van Lanen, Milwaukee; Leonard A. Widen, Milwaukee; Gary V. Zimmerman, Milwaukee.

Southeast Section Officers: *President*, Gerald S. Vanselow; *Vice-President*, Kenneth C. Kurtz; *Secretary/Treasurer*, William K. Davis, III, 777 North Jefferson Street, Milwaukee, Wisconsin 53202.

Western Section Officers: *President*, Richard J. Knothe; *Vice-President*, Henry K. Kanazawa; *Secretary/Treasurer*, Stephen G. Sontag, 6200 Mineral Point Rd., Madison, Wisconsin 53705.

Northeast Section Officers: *President*, Richard J. Gries; *Vice-President*, Richard D. Peebles; *Secretary/Treasurer*, Herbert B. Polachek, 310 Pine St., Green Bay, Wisconsin 54301.

Northern Section Officers: *President*, Richard D. Michael; *Vice-President*, Roger D. Roslansky; *Secretary/Treasurer*, Michael F. Myers, 37 Copeland Ave., La Crosse, Wisconsin 54601.

Wisconsin Architects Foundation: 788 N. Jefferson Street, Milwaukee, Wisconsin 53202. Telephone 276-2250. Alan J. Carlson, Executive Director.

President, Fitzhugh Scott; *Vice-President*, Charles Haesuer; *Secretary-Treasurer*, Ronald G. Bowen; *ex-officio*, Julius S. Sandstedt; Clinton Mochon; Douglas H. Smith; Frank C. Shattuck; Robert L. Yarbro; Lawrence E. Bray; G. A. D. Schuett.

INDEX

- 8 **1973 Honor Award Jurors**
- 9 **Honor Award — Peters and Martinsons, Architects, Madison**
Activities Building, Grand Army Home, King, Wisconsin
- 10 **Honor Awards — John J. Flad & Associates, Madison**
Southern Division Headquarters Building, Wisconsin Telephone Company, Madison
- 11 **Wausau West High School, Wausau**
- 12 **Special Mention Awards**
East High School Renovation, Madison
Vilas Communications Hall, Madison
- 13 **Honor Award — Howard, Needles, Tammen & Bergendoff, Milwaukee**
Air Passenger Terminal, Oshkosh
- 14 **Honor Awards — Office of Fitzhugh Scott, Architects, Milwaukee**
Van Buren Building, Milwaukee
- 15 **Private Residence, Pewaukee**
- 16 **Merit Award**
Irving Galleries, Milwaukee
- 17 **Merit Award — William Wenzler & Associates, Milwaukee**
Northridge Lakes — A Community Development
- 18 **All about the 1973 Wisconsin AIA Convention**
- 19 **Convention Speakers**
- 20 **Convention Program**
- 21 **Exhibitors at the Convention**

Advertising Index

Belden Brick	6
Can-Tex Industries	27
Continental Columbus	29
General Leasing	23
Grootemaat, A. L. & Sons, Inc.	29
Heating-Piping & Cooling Council	33
Halquist Stone	7
Jansen, J. P.	31
Kiefer Corp.	32
Kohler of Kohler	3
Lakeside Steel and Bridge Co.	33
Ma-Con	29
Mautz Paint	33
Milwaukee Bureau for Lathing and Plastering	2
Milwaukee Stove and Furnace Supply Co.	22
Playboy Club	24
Schmitt, Conrad Studios	26
Structural Products Corporation	28
Sun Valley Pools	32
Wisconsin Electric Co.	27
Wisconsin Tubing, Inc.	32
Wisconsin Window Unit	33
Wollin, William Studios	30

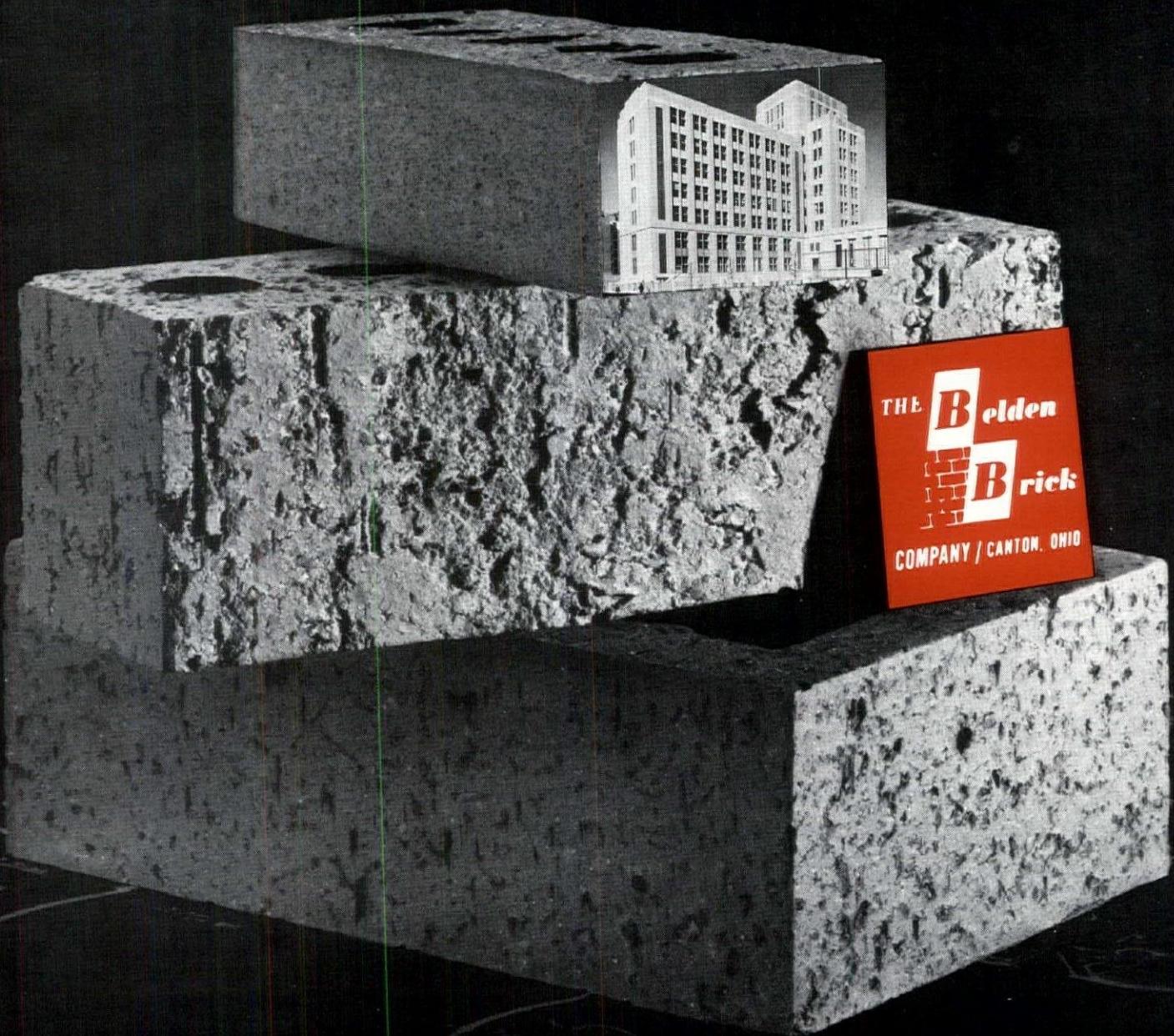
Wisconsin Architect is published bimonthly.

Controlled Circulation
Postage ... Paid at Milwaukee, Wis.

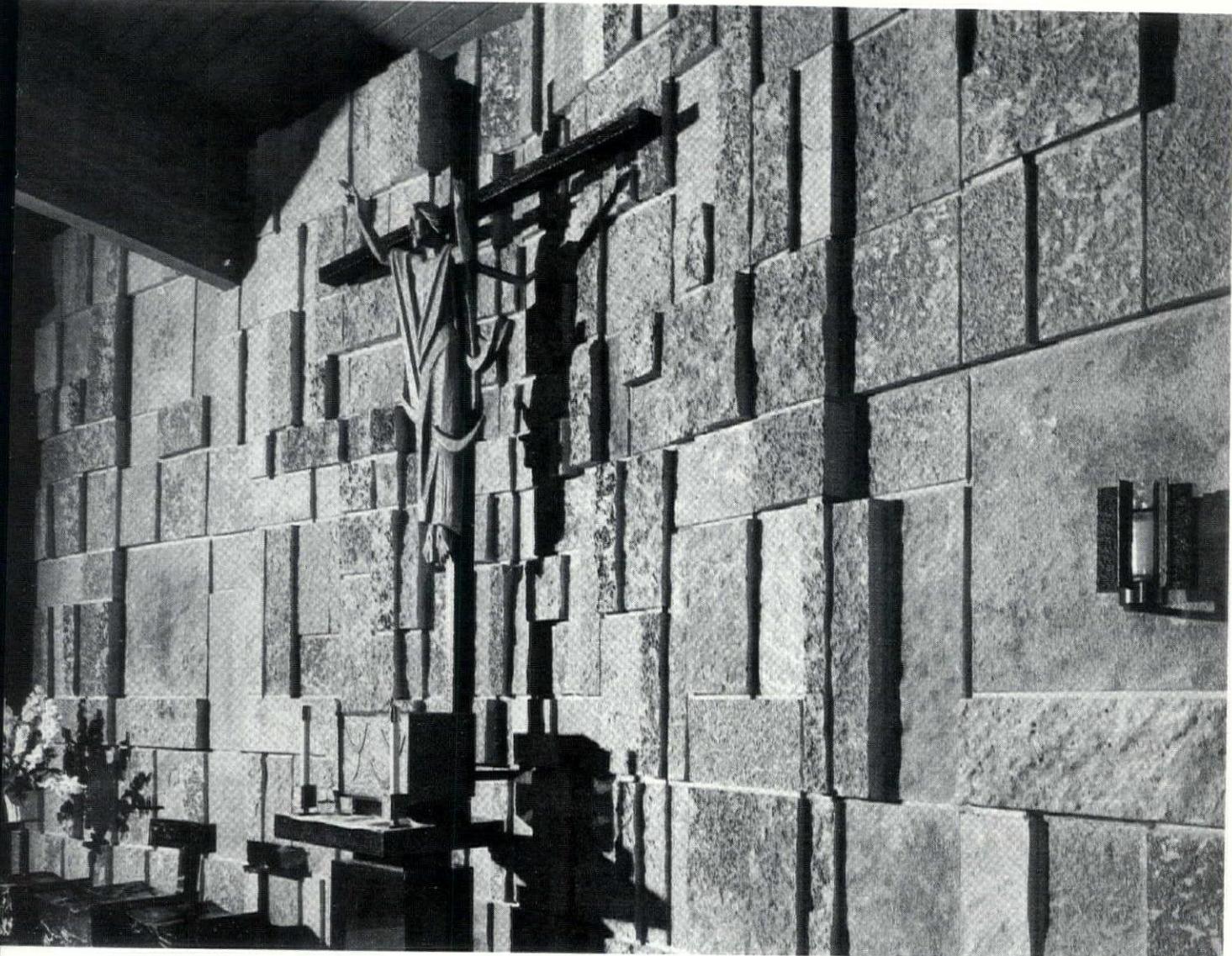
THE MARK OF CREATIVITY

Whether you're asked to free your creative imagination on a school, church, apartment building, office building, factory or home, BELDEN will help with the industry's most creative selection of brick. Over 200 variations of size, color, and texture will enhance your design ingenuity.

■ Your nearest BELDEN Dealer will gladly show you the facts in the form of samples, or write us at P. O. Box 910, Canton, Ohio 44701.



Of All the Materials Used by Architects, the Only One Which Grows More Beautiful With Age Is Natural Stone.



Reredos wall of St. John The Evangelist
Church, Twin Lakes, Wisconsin
Halquist Vincentian Mosaic
Architect: Rugg & Knopp, Inc.
Concept: Conrad Schmitt Studios, Inc.

Halquist Natural Stone is available in more than 100 varieties. This tremendous selection is available for your appraisal and inspection at our magnificent display gardens at our headquarters and quarry at Sussex, Wisconsin. Halquist Stone has the world's finest selection for every conceivable application.

We invite you to visit
with us at our booth No. 9
at your state convention.



1973 HONOR AWARDS JURORS

RAYMOND D. CRITES, F.A.I.A.

EDUCATION: B.A. Architecture, Iowa State University, 1953, Honors. Graduate Work, Iowa State University; D.F.A. Coe College, 1963. HONORS: (Educational) Scholastic Honor Student, Class of 1953; Tau Sigma Delta, Architectural Honorary; Tau Beta Pi, Engineering Honorary; Phi Kappa Phi, All College Scholastic Honorary. Partner in Crites & McConnell Architects & Planners, Cedar Rapids, Iowa. REGISTERED in Iowa, Kentucky, Florida, Ohio, Maryland, Indiana. Illinois, NCARB Cert. SIGNIFICANT AWARDS AND HONORS IN PROFESSION: NATIONAL AIA 1965 Merit Award, Crites Residence No. 2, Cedar Rapids, Iowa. 1968 Honor Award, Covenant Presbyterian Church, Danville, Illinois. A.I.A. — A.A.M.C. 1966 First Honor Award, McFarland Clinic, Ames, Iowa. HOMES FOR BETTER LIVING, 1962 to 1969, Nine Honor Awards. IOWA CHAPTER A.I.A., Twenty Eight Awards. In May, 1972, Mr. Crites was initiated into American Institute of Architect's College of Fellows.



PHILIP C. WILLIAMS, A.I.A.

Born in Chicago, September 30, 1931. EDUCATION: B. Arch., Oklahoma State University, 1954 and M. Arch., Oklahoma State University, 1957. Caudill Rowlett Scott, 1957-1972, Senior Vice President. Experience with CRS primarily in city and campus planning, mostly latter, with campus design studies and architectural projects on occasion. College and University Specialist from 1967-1972. As College and University Specialist, some projects included campus plan, architectural design study and several buildings at Duke University; similar projects at North Texas State University and the University of Houston; campus plans for the University of Nebraska, Ohio State, University of Miami, Macalester College, among others; and state-wide campus planning studies for Maryland and Kansas. Two recent projects of local interest are the new Governors State University near Chicago and the campus plan for the University of Wisconsin-Milwaukee. Currently, consulting planner to University of Houston for development of a new upper division branch campus.



LAURENCE O. BOOTH, A.I.A.

Education: Stanford University (1954-1958), A.B. in pre-Architecture; Harvard University (1958-1959); Massachusetts Institute of Technology (1959-1960). Bachelor in Architecture. Phi Eta Sigma. Registered Architect, State of Illinois, State of Ohio. Member American Institute of Architects. Lecturer in Architecture, University of Illinois, Chicago Circle Campus (1968-1971). Booth & Nagle Architect, Chicago, 1966-present. His firm has received six distinguished building awards from the Chicago Chapter, The American Institute of Architects, since 1969 and *Architectural Record* house awards in 1970, 1971 and 1972. Work exhibited at Glessner House Exhibit of Chicago Architects from 1870 to present, in 1969 and Kansas City Public Library, 1968. Publications: *Progressive Architecture*, March 1969; *Inland Architect*, February, 1969, November 1970; *Architectural Forum*, November, 1969, June, 1970; *Architectural Record*, May, 1970, May, 1971, August, 1971.



HONOR AWARD

Activities Building, Grand Army Home, King, Wisconsin

Problem: The Grand Army Home is a State-owned facility for the care of approximately 100 veterans and wives. The Home conducts a very extensive program of recreational, educational and avocational types of activities so that residents can continue or expand upon interests they held prior to moving to King. The Center had to accommodate activities such as craft shops, library, music rooms, meeting rooms, multi-purpose rooms, lounges, coffee shop, theater, bowling, post office and offices. The physical requirements were to be so designed that it was a convenient building for elderly people and so comfortable that many hours each day could be spent here.

Solution: Because of the beauty of Rainbow Lake and its recreational value, the architects recommended that the building be sited on the edge of the Lake. Thus the shoreline activities become an extension of the building's function and it also integrates the Lake into a year-round asset rather than being used only during the summer months. Because of a 30 foot drop to the Lake, the building easily provides safe access to the shore. The site is heavily wooded. The architect maintained the character and integrity of the site both in vegetation and topography by fitting the building among the trees with very few having to be removed. The building is stepped back as it rises reflecting the existing slope allowing terraces for walking, sitting and viewing. The terraces are landscaped with low vegetation in, around, on top of the building on all sides.

Jury Comments: A highly disciplined design with very casual organization of spaces. All of the major spaces have a view of the Lake. A very skillful design. This is a subtle and very sophisticated solution. What could have been just a corridor becomes a place where people can meet each other because of the way small spaces with seating are arranged. A very sincere attempt to integrate the building with the site. This is maybe the most exciting building in the submissions.

Client's Comment: We are pleased that Kent Peters receives the honor award for our building. He certainly has captured the intent of the Board of Veterans Affairs for this building. The building itself is encouraging and generating more activities. The siting of the building is simply fabulous and although the building is three stories high it does not obstruct the views of the lake. It is comfortable for older people to use and it is not overwhelming. We have not been able as yet to enjoy it during the summer and we are looking forward to that season. I cannot say enough about how pleased we are with the facility.

Architect.....	Peters and Martinsons Architects, Madison
Associate Designer.....	John Meyer
Owner.....	State of Wisconsin
General Contractor.....	Ellis Stone Construction Co., Stevens Point
Consultants:	
Structural.....	Arnold & O'Sheridan, Madison
Mechanical.....	Mechanical Engineers, Madison
Landscape Architect.....	Denis Wilkinson, Madison



HONOR AWARD

Southern Division Headquarters Building Wisconsin Telephone Company, Madison

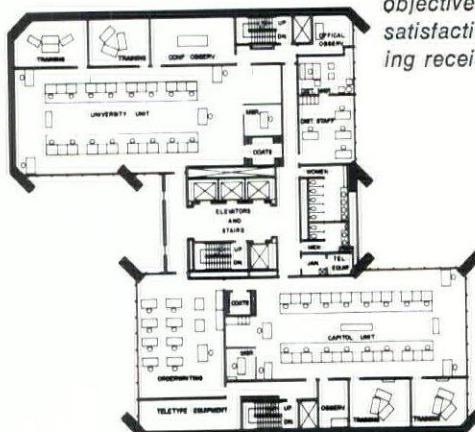
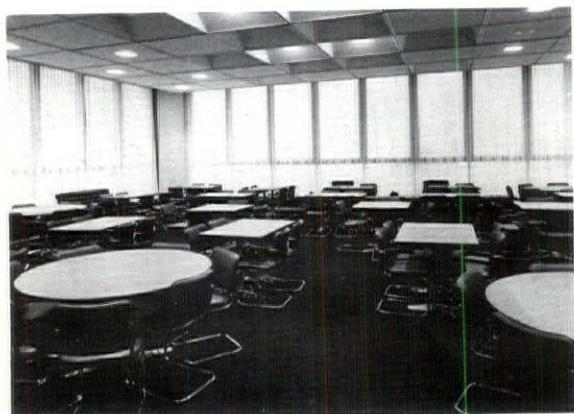
Architect..... *John J. Flad & Associates, Madison*
Principal in Charge..... *Thomas H. Flad*
Partner in Charge..... *Thomas K. Nisbet*
Project Architect..... *John Blassick*
Owner..... *Wisconsin Telephone Company, Milwaukee*
General Contractor..... *J. P. Cullen & Son Corporation, Janesville*
Photography..... *William Wollin Studios, Madison*

Problem: To provide a new physical plant to house five dispersed administrative departments. The building must be functional for the utility's present needs and provide flexibility for anticipated changes in the future. The building's primary function is to serve people. The building's aesthetic expression is to serve the owner's image as a utility with civic concerns. The height of the building was restricted in this area to preserve the view of the Capitol in Madison. The west half of the site is reserved for a future equipment building.

Solution: The largest plan unit, column free operating rooms, was the basic module for the size of the wings. These modules were joined by a service core containing elevators, stairs and other facilities. The modified "Z" shape was selected to provide maximum fenestration to the view to the north which a rectilinear solution would have blocked. The "Z" shape also opened the major facades of the structure to such elements as the pool, fountain, terraces, benches and open space. Vertically the building was designed to function by departments. The cafeteria dining-lounge was placed on the highest level in the south wing. Immediately below are the four floors of operating rooms and their support facilities. The other departments are grouped, individually on the remaining upper floors of the building. The first floor contains the public service area and the lower ground floor is intended for employee circulation to the building and building service.

Jury Comments: This building was done with a great deal of sensitivity. It is a monumental building because of the program. What the architect did was to split it into two parts so that it didn't get to be too bulky. We all liked the form. We liked the detailing of the stone work. The more we studied the plan, functions, etc., the more sense it made.

Client's Comment: The building functions very well and we are very pleased with its aesthetics. The architect achieved all the objectives including the cost factors to our satisfaction. We are delighted that our building received an honor award.



HONOR AWARD

Wausau West High School, Wausau

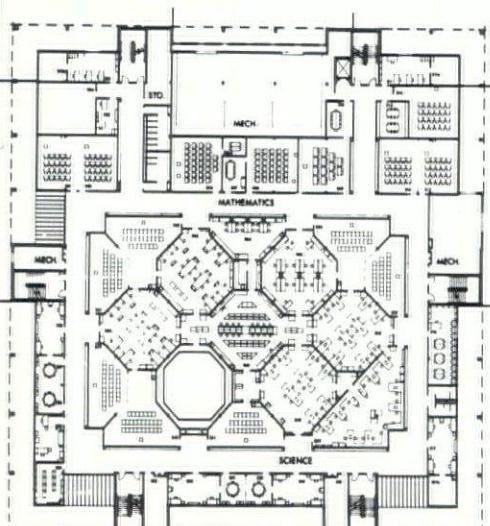
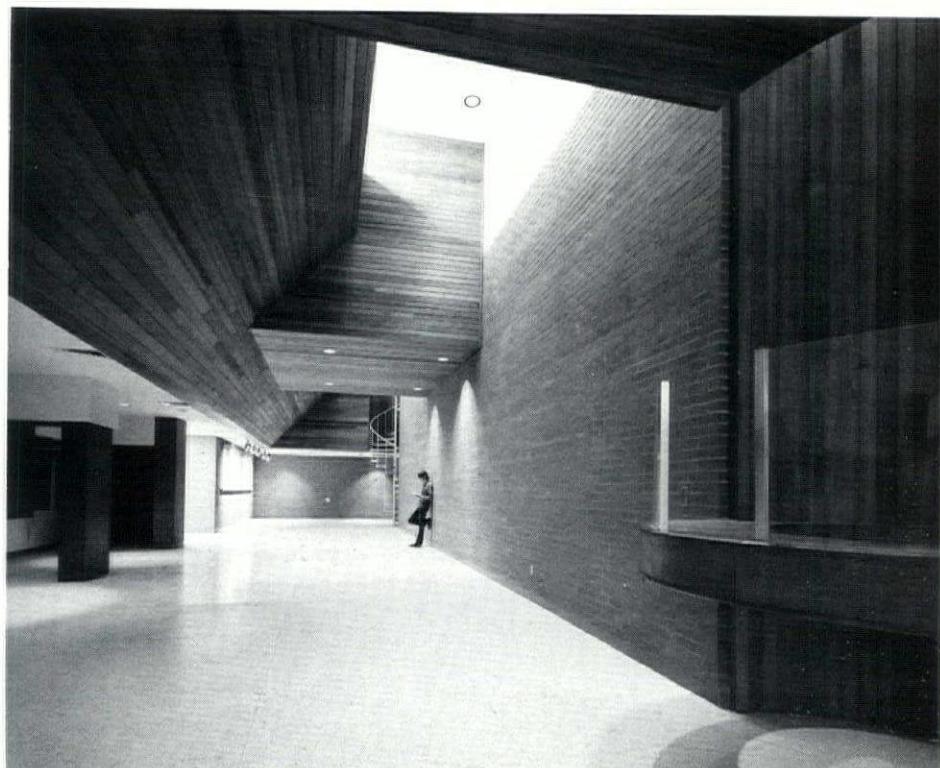
Problem: To provide a four year high school for 2,000 students offering a wide variety of courses, based on the comprehensive academic and vocational approach with expanded use of team teaching and employment of modular scheduling.

Solution: Compactly designed, the three story academic resource unit is flanked on three sides by the performing arts wing, applied arts wing and the activities/physical education wing. The vertical and horizontal organization of the 300 foot square, air conditioned academic/resource unit is based on the various departmental requirements for inter-communication. The science facility was designed to satisfy the requirement that a central storage/preparation area serves all laboratories. The seven octagonally shaped laboratories open directly into the central storage/preparation area and each laboratory is directly accessible from one or two divisible wedge shaped lecture rooms. Access among all science rooms is possible without using corridors.

Jury Comments: Organization of the site was particularly well planned for a complex school. The laboratory part is exciting. There is a very logical thought behind the hexagon shape for the science lab. It does relate to what the client is doing in a graceful and elegant way. This project is done in decent good taste but not flamboyant or showy, just straightforward, highly competent well planned and well detailed.

Client's Comment: *The building serves the educational needs extremely well. We have a lot of school for the money we put into it. Most people find it terrific.*

Architect	John J. Flad & Associates, Madison
Principal in Charge	Joseph H. Flad
Partner in Charge	Emil Korenic
Project Architect	James W. Miller
Owner	Board of Education, Joint School District No. 1, Wausau
General Contractor	The Hoffmann Company, Appleton
Consultants:	
Landscape	Dega & Stluka Associates, Madison
Acoustics	Bolt, Beranek & Newman, Downers Grove, Ill.
Food Service	Specialized Area Consultants, Park Ridge, Ill.
Stage	Robert E. Brennan, Associates, Mequon
Photography	William Wollin Studios, Madison

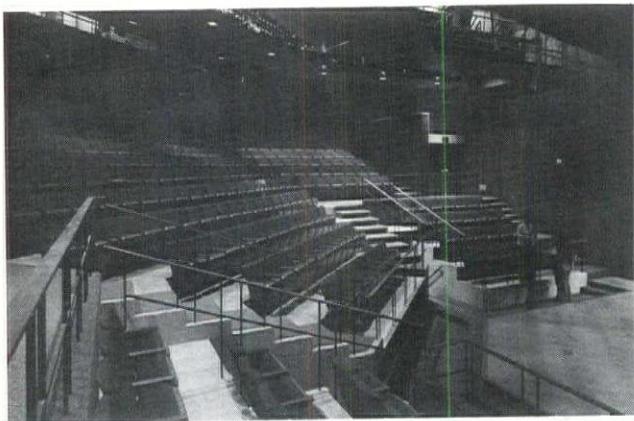


TWO SPECIAL MENTION AWARDS

These were selected not for the entire projects but because there were two elements in these projects in which the jury thought outstanding.

Vilas Communications Hall, Madison

Architect.....	John J. Flad & Associates, Madison
Principal in Charge.....	Joseph H. Flad
Partner in Charge.....	Thomas K. Nisbet
Project Architect.....	Ralph H. Jackson, Bureau of Facilities Management, Madison
Owner.....	Board of Regents of the University System, Madison
General Contractor.....	Orville E. Madsen & Son, Inc., Minneapolis, Minn.
Consultants:	
Acoustical.....	Lyle Yerges, Downers Grove, Ill.
Electrical.....	Leedy & Petzold, Milwaukee
Mechanical.....	Holland, Beske & Kurtz, Milwaukee
Theater.....	Donald Oenslager, New York
Plumbing.....	Lubenow & Gobster, Milwaukee
Photography.....	William Wollin Studios, Madison



East High School Renovation, Madison

Architect.....	John J. Flad & Associates, Madison
Principal in Charge.....	Joseph H. Flad
Partner in Charge.....	John P. Reif
Project Architect.....	John Blassick — Phase I, Wayne Duerst — Phase II
Owner.....	Madison Public Schools
General Contractor.....	John Dahl Construction Co., Madison
Consultant.....	Lyle Yerges, Acoustical Consultant, Downers Grove, Ill.
Photography.....	William Wollin Studios, Madison



Jury Comments: The particular part of this project that was singled out for attention was the thrust stage theater. It is pleasant and has a rather subdued treatment. It has a nice straightforward bridge, seating, good color and seems to be a very pleasant space.

Client's Comment: The theater will provide us with new dimensions for theater presentations. It has flexibility, splendid acoustical properties, a brilliantly conceived and executed system of lighting and with its continental seating provides a comfortable arrangement for an audience.

Jury Comments: This is not for the entire project, a master plan for several phases of renovation and expansion. The one element that caught our fancy here were "left-over" spaces between old buildings. The architect covered them with bar joists and put in some new seating, new walls, organized the circulation and made them nice people spaces. It is just kind of a simple thing that was done with color and flair. They made good space out of alleys between buildings which were a constant maintenance and security problem.

Client's Comment: Through these enclosures additional space was provided that could not have been included otherwise without being taken from educational spaces. We are pleased to have an excellent traffic pattern. We do have supervisory problems but those are related to human beings. Having the additional space far outweighs the supervisory problem.

HONOR AWARD

Wittman Field Air Passenger Terminal, Oshkosh

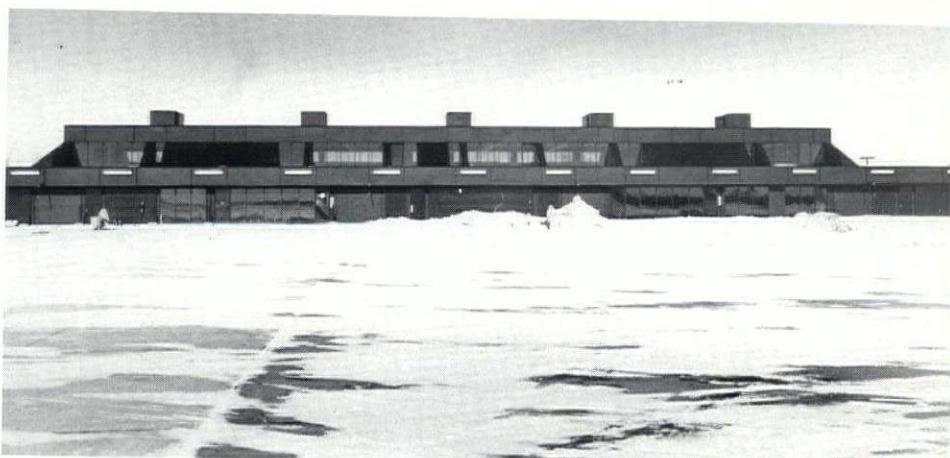
Problem: A new terminal incorporating the existing one to be converted into a restaurant. Provisions for easy and economical expansion and a severely limited budget.

Solution: The new terminal consists of five modules, each 40 feet wide. The heating equipment is also modular, each has its own roof-top air-handling facility. The system allows building expansion in each of two directions. Each 40-foot module is a self-contained element. The economy of machine-made easily assembled module elements made it possible to reduce the square foot cost by \$3 per square foot of the 37,000 square foot project.

Jury Comments: This is a very nice airport terminal. The plan is simple and well organized. The spaces are light and relaxing. The architect made a very good selection of materials. The graphics are done in harmony with the architecture.

Client's Comment: *The terminal was designed for easy maintenance. Because of lack of money the design is very simple but it functions very well and lends itself well to our operation. We are very satisfied with it.*

Architect Howard, Needles, Tammen & Bergendoff, Milwaukee
Project Architect Drake W. Rowe
Owner Winnebago County, Oshkosh
General Contractor Ganther Company, Oshkosh
Consultants Howard, Needles, Tammen & Bergendoff
Photography Hedrich-Blessing, Chicago



HONOR AWARD

Van Buren Building, Milwaukee

Architect.....Office of Fitzhugh Scott, Architects/Planners, Inc., Milwaukee
Project Architect.....Gordon Pierce
Owner.....Van Buren Building Corporation, Milwaukee
General Contractor.....Pioneer Construction Co., Milwaukee
Consultants:
Structural.....Ammann & Whitney, Inc., Milwaukee
Heating-Ventilating-Air-Conditioning.....George H. Volk, P.E., Milwaukee
Plumbing.....Lubenow & Gobster, Inc., Milwaukee
Photography.....Hedrich-Blessing, Chicago

Problem: To renovate and convert an old commercial building into an economical and thorough modernized office structure. The basic constraints were economics, compatibility to adjacent buildings and renovation while 25% of the floor area remained occupied.

Solution: The architect, after careful analysis, concluded that the least expensive and most appropriate surface was new face brick over the existing brick walls. By retaining the original window openings, the masonry and glazing work could proceed without inconveniencing the occupants. The jambs and sills of the windows were splayed to achieve a larger opening effect, which also contributed to a lighter overall appearance.

Jury Comments: This is in one word an elegant building. The architect chose to not destroy the proportions of the old building which apparently had very fine proportions. This building does not have any obnoxious characteristics, it does not have any frilly ornamentation or anything that is insincere about it. It is a good neighbor, it is not attention gathering, it is quiet. This is what makes it a pleasant building for an urban environment.

Client's Comment: Spaces in our building rented exceptionally well. The tenants are very pleased with the building and they think that it helps their image and business as well.



Before-After Photos: Hans Keeler, Wauwatosa



HONOR AWARD

A Private Residence in Pewaukee

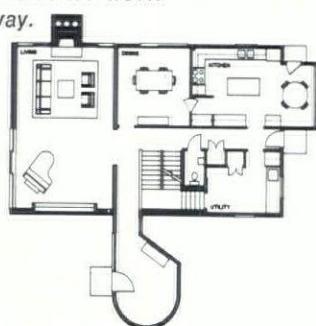
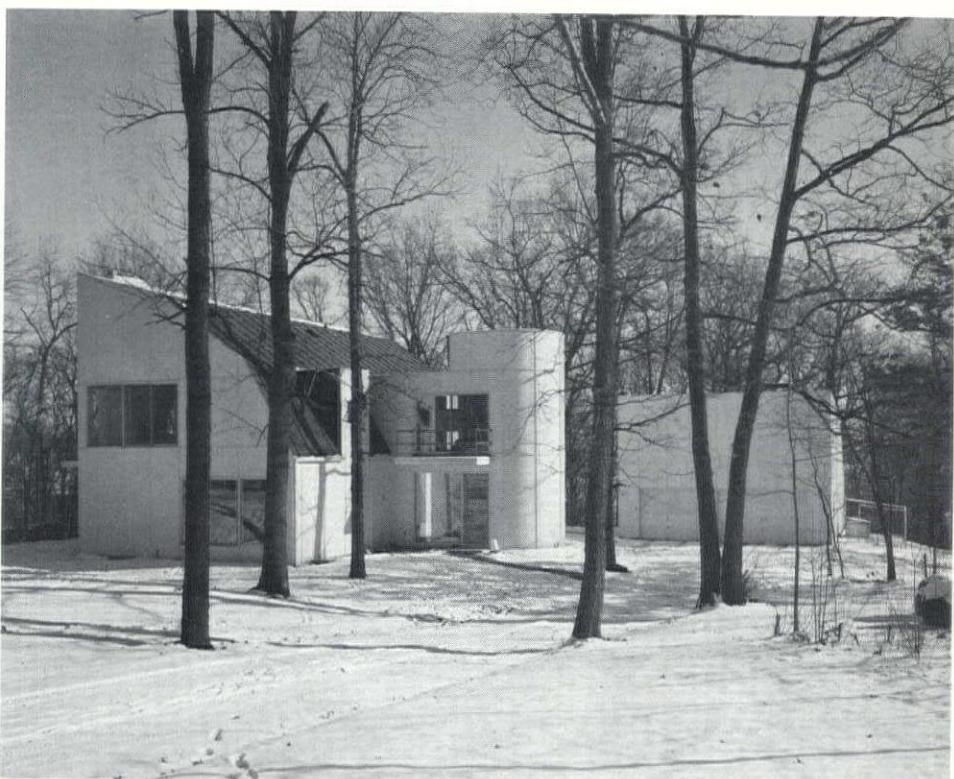
Problem: To design a home for a young family of five, whose life style was predicated upon rural living and urbane interests. The basic design determinants were low cost construction, adequate space, indigenous character and the most advantageous site orientation.

Solution: To reduce the cost of materials and energy consumption, the house was constructed of wood framing sheathed with U.S. Plywood's Duraply and arranged into a compact three story mass. Scale and local character were achieved through the use of widely spaced battens and symbolic rural forms. Each of the many window openings was determined by either a view of the oak grove to the west or Pewaukee Lake to the northeast.

Jury Comments: This building is composed of forms with rural characteristics in a very beautiful way. It is kind of lighthearted but the serious aspect of it is the way it is built. It looks like it belongs in the country. The forms are derived directly from the Wisconsin landscape. The plan functions very well and you see that it was very carefully thought out. This was done by a very skillful architect. The building is attention gathering and fun. It has good common sense with enough humor to it to make it human. The architect took ordinary, inexpensive materials and turned them into something elegant. That is a master achievement.

Client's Comment: *It is more than we expected. It functions extremely well. It is a fun house to live in and we love it. We would not want to have it any other way.*

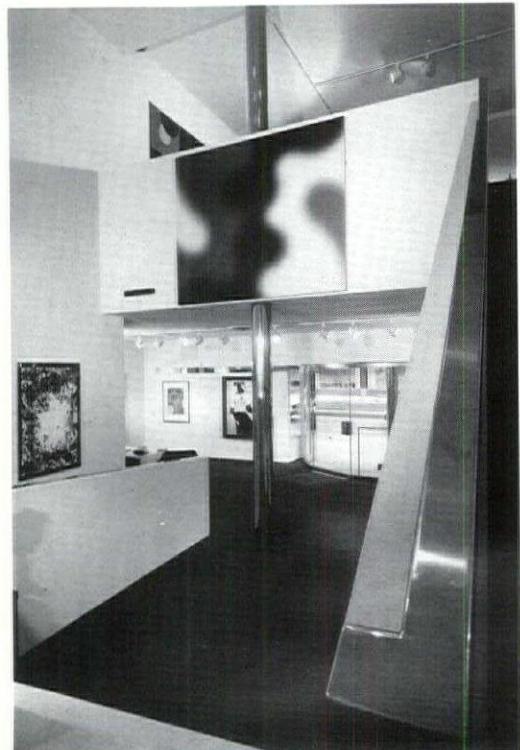
Architect *Office of Fitzhugh Scott, Architects/Planners, Inc., Milwaukee*
Project Architect *David Kahler*
Owner *Wishes to remain anonymous*
General Contractor *Karl Dettmering, Pewaukee*



MERIT AWARD

Irving Galleries, Milwaukee

Architect.....Office of Fitzhugh Scott, Architects/Planners, Milwaukee
Project Architect.....David Kahler
Owner.....Irving Luntz, Milwaukee
General Contractor.....J. M. Nuetzi, Milwaukee
Photography.....Hedrich-Blessing, Chicago

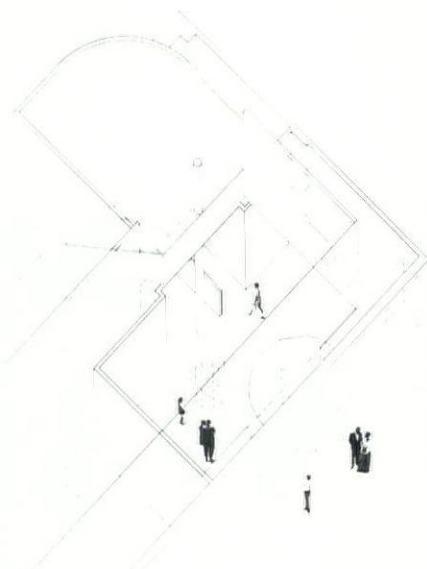


Problem: To update an existing art gallery within a traditional Milwaukee landmark building. The architect was asked to divide the ground floor of the original gallery into two areas. One half was to be leased by another tenant while the other half was to continue to be used as a gallery. It was further stipulated that the ground floor gallery relate more directly to the existing second floor gallery in order to suggest to the client that the scale of the owner's operation was basically the same.

Solution: The architect designed a monumental entrance composed of curved glass and polished stainless steel to attract pedestrians into the gallery. A two story high gallery with ramp and stairs beyond were created to suggest the presence of an upper gallery.

Jury Comments: What we liked in particular is the imaginative interior space, very appropriate for an art gallery. It is certainly executed elegantly and the space is exciting. It is a very interesting entrance. The reason that it fell into the merit category is the entrance even though it is elegant from the inside it is not a super treatment of the old building which is an interesting old building. This is the only place where we have found discomfort. The sign on the outside detracts. The interior, however, is exciting.

Client's Comment: We feel that the architect did a phenomenal job. We are very happy with the project from all aspects. The architect did a very professional job and handled it just beautifully.



MERIT AWARD

Northridge Lakes — A Community Development

Problem: The Common Council approved an ordinance designating the residential portion of the site as "planned development district" or a general plan and subsequent more detailed plans. The most important feature of this ordinance is flexibility which permits the community to adapt to change as the needs of people change. The first phase had 372 units ranging from studio apartments, one-bedroom and two-bedroom apartments to two- and three-bedroom townhouses, many of them overlooking the Middle lake. Each townhouse has a garage and underground parking is available at a reasonable fee to apartment dwellers. All units are furnished with wall to wall carpeting, dishwashers, frost-free refrigerators, self-cleaning ovens and garbage disposals. Also completed is a Clubhouse, sited on an island containing swimming pools, theater, billiard room, health club, locker rooms, sauna, a cocktail lounge, screened porches and a teen room. The basic problem in designing the structures was the dichotomy of complete privacy and the necessity of achieving a sense of community.

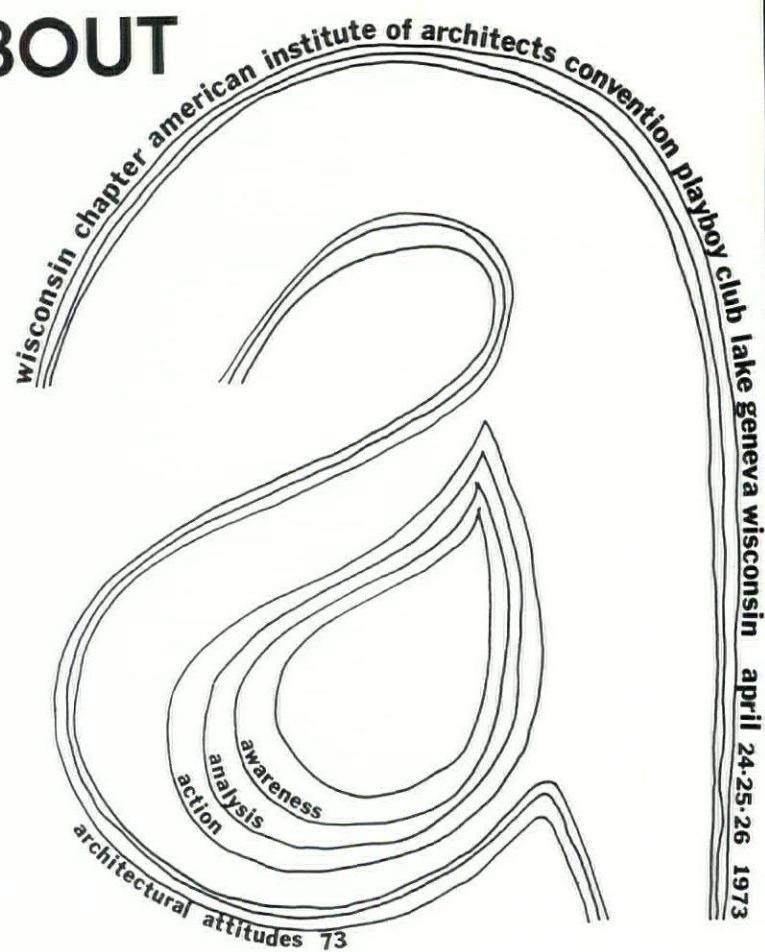
Jury Comments: This is a superior solution. It has extraordinary attention to interior detail and the making of very livable spaces. This provides the people that live there with something that they can continually enjoy. This looks like a low budget job but they apparently stretched the dollar pretty well. Using the word "ordinary" in a complimentary sense, an asphalt shingle is not an elegant material, but the way the architect pulled this off is cohesive and it really works very well. The interiors are extra-ordinary. How the architect talked the developer into putting money into the stairways and that sort of fine thing is most satisfying. They must have had a very close relationship. That is what housing should be. It should be this kind of a bargain.

Client's Comment: *The project is doing very well. We are satisfied with it and the way the design fits into the environment. People living at Northridge love it.*

Architect..... William Wenzler and Associates, Milwaukee
Project Architect..... James S. McClintock
Owner..... Northridge Lakes Development Corporation, Milwaukee
General Contractor..... Joseph P. Jansen Company, Milwaukee
Consultants:
Landscape Architect and Environmental Planner..... Lawrence Halprin and Associates, San Francisco, Cal.
Civil Engineer..... National Survey Service, Inc., Brookfield
Structural..... Graef-Anhalt-Schloemer & Associates, Milwaukee
Mechanical..... John F. Steffen Associates, Maryland Heights, Missouri
Lighting..... William C. Lam Associates, Cambridge, Mass.
Traffic..... Barton-Aschman, Chicago, Ill.
Acoustical..... Bolt, Beranek & Newman, Downers Grove, Ill.
Graphics..... Lois and John Reiss, Milwaukee
Interiors..... MaryAnn Rapp, Milwaukee



WHAT'S IT ALL ABOUT CONVENTION 73



If the theme means what we hope it does, "What's It All About . . ." means you and your architectural attitudes in 1973. Your awareness of the problems that face us as individuals and as a profession, your analysis of these problems, and finally the action you take is "What it's all about" at this year's convention. "Awareness, Analysis, Action . . . Architectural Attitudes 73."

Many have suggested that we need to understand our own attitudes if we are to lead people to see what they see. Because our environment both affects and teaches us, it envelopes us, it is what the eye sees and the spirit senses. We should then be aware of it, be ready to analyze it and finally ready to take action to shape it.

But a theme in itself does not make a great convention. It is the ideas that are perceived and generated by you and the program speakers. It is the exchange of philosophy and

experiences that flow between you and your colleagues that makes a great and memorable convention. This theme can provide each of us with an opportunity to interpret our own attitudes in the broadest possible context and in concert with others.

Such names as Crites, Rogers, Franzen, and Geddis, as you can read in this issue tell the story of the coming convention. I'm confident, that these men will stimulate you, provoke you, and finally set the framework for our evaluation of our own attitudes.

WAIA President Doug Smith and Regional Director Louis Lundgren have promised informative state and regional membership meetings dealing with a broad spectrum of ideas again geared to allow our participation and make us aware of the part we must play.

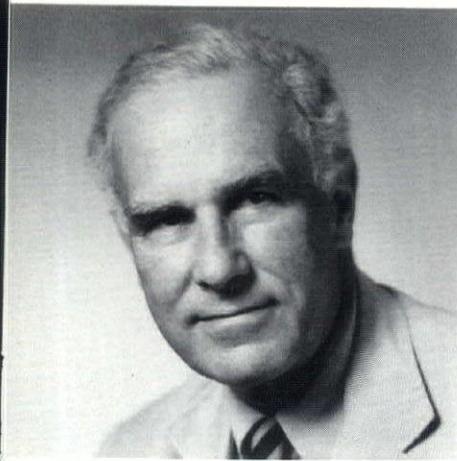
I'm confident also that this year's convention will provide a great opportunity for many of us to share

our social joys and experiences with one another, exhibitors, guests, and our wives.

But there's plenty more; like a multi-media visual presentation of the Honor Award Buildings, educational films and cassettes, informal rap sessions with the speakers, a golf tournament the last day (so you won't have to miss any of the programs), touring of the exhibits, hospitality rooms, a party, programs for the gals . . . that's "*what it's all about*" and you will want to read further to hear the details; but the Convention Committee is confident you will be enthusiastic about this year's Wisconsin Institute of Architects Convention at the Playboy Club in Lake Geneva, Wisconsin, April 24, 25, 26, 1973.

RONALD G. BOWEN
Chairman

CONVENTION SPEAKERS



ARCHIBALD C. ROGERS, F.A.I.A.

First Vice-President, AIA

Professional Experience: RTKL Inc. 1969-present. Chairman of the Board. 1963-69, Senior Partner, Rogers, Taliaferro, Kostritsky Lamb. 1956-63, Senior Partner, Rogers, Taliaferro and Lamb. 1946-53, Partner, Rogers and Taliaferro.

Education: Certificate in Naval Architecture, U.S. Naval Post Graduate School, 1943; Princeton University, Master of Fine Arts in Architecture, 1942; Princeton University, B. Arch., 1939.

Teaching Experience: 1967-71, Visiting Lecturer, Virginia Theological Seminary, Alexandria, Virginia.

Publications: "Toward an Expressive School Architecture," *The Nations Schools*, 1950, "And What, Pray, Of The Architect, Architects Report, Spring 1966, "Baltimore's Charles Center Project," *Journal of the American Institute of Architects*, 1961; Urban Design: The New Architecture," *Baltimore Magazine*, April 1969; "Russian Reconnaissance: Stresses of Change," *Progressive Architecture*, August 1969; Building An Environment that is Right for People," *Innovation No. 4*, August 1969.

Service to Community and Profession: 1972, Vice President of AIA; 1971-72, Chairman, AIA National Policy Task Force; 1956-72, Member, AIA National Awards Jury; Chairman, Eaton, Yale and Towne Urban Design Fellowship Jury; 1967, Chairman, Committee on Urban Design, American Institute of Architects; 1966, Developed guidelines for a "team" approach to highway planning which led to the establishment of the Urban Design Concept Team to Plan Baltimore's expressway system.

Professional Organizations: American Institute of Architects, College of Fellows; American Institute of Planners (Full Member);



Church Architectural Guild of America; Society of Architectural Historians; Urban America, Inc.; Baltimore Building Congress and Exchange; 1972, First Vice President and President-Elect of the American Institute of Architects. Trustee of Princeton University. Vestryman, St. Anne's Episcopal Church, Annapolis. Director, Anne Arundel County Trade Council.

ULRICH FRANZEN, F.A.I.A.

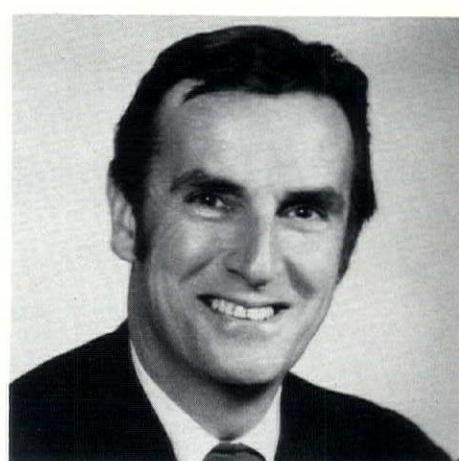
Ulrich Franzen's New York firm is engaged in a great variety of projects across the country. Some recent projects are a master plan and new facilities for the national historic enclave at Harper's Ferry, West Virginia; major buildings at Cornell University; a new residential quadrangle for 1,000 students at the University of New Hampshire; a new bank and headquarters building for the First City Bank of Binghamton, New York, as well as the recently completed Alley Theatre in Houston, Texas.

Mr. Franzen has won numerous awards including Honor Awards in 1970, 1971, and 1972 from the American Institute of Architects. He has also received the Brunner Prize in Architecture awarded by the National Institute of Arts and Letters, as well as the Thomas Jefferson Award for Architecture and in 1971 the Medal of Honor awarded by the New York Chapter, American Institute of Architects.

He has lectured widely and been a visiting professor at Harvard as well as Yale University.

As President of the Architectural League of New York recently, Mr. Franzen launched a series of new programs of experiments in the arts.

He is a Fellow of the American Institute of Architects as well as being Chairman of the Institute's Committee on Design.



WILLIAM J. GEDDIS, F.A.I.A.

Vice President and Director of The Architects Collaborative, Inc., located in Cambridge, Massachusetts, a firm of Architects, Urban Designers, Planners, and Landscape Architects with a world-wide and varied practice.

The firm's unique way of working is through teamwork — an extraordinarily successful experiment in genuinely collaborative practice. Mr. Geddis is a member of this team, which now numbers over 200. As a Vice President and Director, he is active in planning and design of a wide range of commissions, both in the U.S.A. and abroad, and in the field of job development.

Recently Mr. Geddis was made a Fellow of the American Institute of Architects for his contribution to the advancement of the profession of Architecture. He has found time to serve the profession by chairing the A.I.A.'s Internship and Licensing Committee for two years, by acting as Host Chapter Chairman of the convention in Boston, and as a member of the Education Committee.

He was president in 1970-71 of the National Council of Architectural Registration Boards and was successful in effecting changes in upgrading the present licensing laws and examinations.

Last month he was appointed by the President of A.I.A. to serve as a director of the National Architectural Accrediting Board.

In his Community of Brookline, Massachusetts, Mr. Geddis is Chairman of the Planning Board on which he has been an active member since 1959. He resides there with his wife Ruth and three daughters — Barbara, a M.Arch. candidate at the University of Pennsylvania, Pamela, a Master's candidate at Columbia, and Susan, an undergraduate at Vassar.

1973 CONVENTION

PROGRAM SCHEDULE

TUESDAY, APRIL 24, 1973

9:30 A.M.-11:30 A.M.	W.A.I.A. Executive Committee Meeting <i>Madison Room, Main Lodge</i>
11:00 A.M.	Registration Opens <i>Lobby, Main Lodge — Tuesday only!</i>
12:00 Noon	Regional Directors' Luncheon (Members Welcome) <i>Milwaukee Room</i> Speaker: Mr. Louis R. Lundgren, F.A.I.A., St. Paul, Minnesota
1:30 P.M.- 4:30 P.M.	W.A.I.A. Annual Membership Meeting — Awareness, the Issues <i>Lake Geneva and Chicago Rooms</i>
*2:00 P.M.- 4:00 P.M.	Women's Discussion and Sherry <i>Room 0111, Near the Exhibit Area</i>
4:30 P.M.- 5:00 P.M.	Exhibitors' and Convention Chairmen Pre-Convention Meeting <i>Exhibit Area — Convention Hall</i>
5:30 P.M.- 7:00 P.M.	Cocktails (Cash Bar). Guests, Clients and Friends Invited. <i>Exhibit Area — Convention Hall</i>
7:00 P.M.- 7:30 P.M.	W.A.I.A. Honor Awards Multi-Media Presentation <i>Seminar Area, Adjacent to Exhibit Area — Convention Hall</i>
8:00 P.M.	Honor Awards Banquet <i>Penthouse</i> Speaker: Mr. Raymond Crites, F.A.I.A., Crites & McConnell, Cedar Rapids, Iowa. 1973 W.A.I.A. Juror.

WEDNESDAY, APRIL 25, 1973

8:30 A.M.	Registration Opens <i>Convention Hall Foyer</i>
8:30 A.M.-10:00 A.M.	Complimentary Continental Breakfast and Viewing Exhibits <i>Exhibit Area — Convention Hall</i>
*9:30 A.M.-11:30 A.M.	Women's Pool Side Breakfast
10:00 A.M.-11:30 A.M.	"Awareness of the A.I.A. National Growth Policy" <i>Seminar Area — Convention Hall</i> Speaker: Archibald Rogers, F.A.I.A., President-Elect A.I.A., Rogers, Taliaferro, Kosritsky, Lamb, Inc., Baltimore, Maryland
11:30 A.M.- 1:00 P.M.	Complimentary Walking Lunch <i>Exhibit Area — Convention Hall</i>
1:00 P.M.- 3:00 P.M.	View of Exhibits, Attendance Awards and Prizes, A.I.A. Movies and Continuing Education Series <i>Exhibit and Seminar Areas</i>
*1:00 P.M.- 4:00 P.M.	Women's Hospitality — Sign Up for Bridge, Tennis, Golf <i>Room 0111, Near Exhibit Area</i>
3:00 P.M.- 4:30 P.M.	"Analysis of Current Trends in Architecture" <i>Seminar Area — Convention Hall</i> Speaker: Mr. Ulrich Franzen, F.A.I.A., Ulrich Franzen & Associates, New York, New York
5:00 P.M.	Exhibitor Hospitality Rooms Open
7:30 P.M.- 8:30 P.M.	Cocktails (Cash Bar) <i>Outside Penthouse</i>
8:30 P.M.	"Penthouse Party" Including Dinner, Dancing, Live Entertainment <i>Penthouse</i>

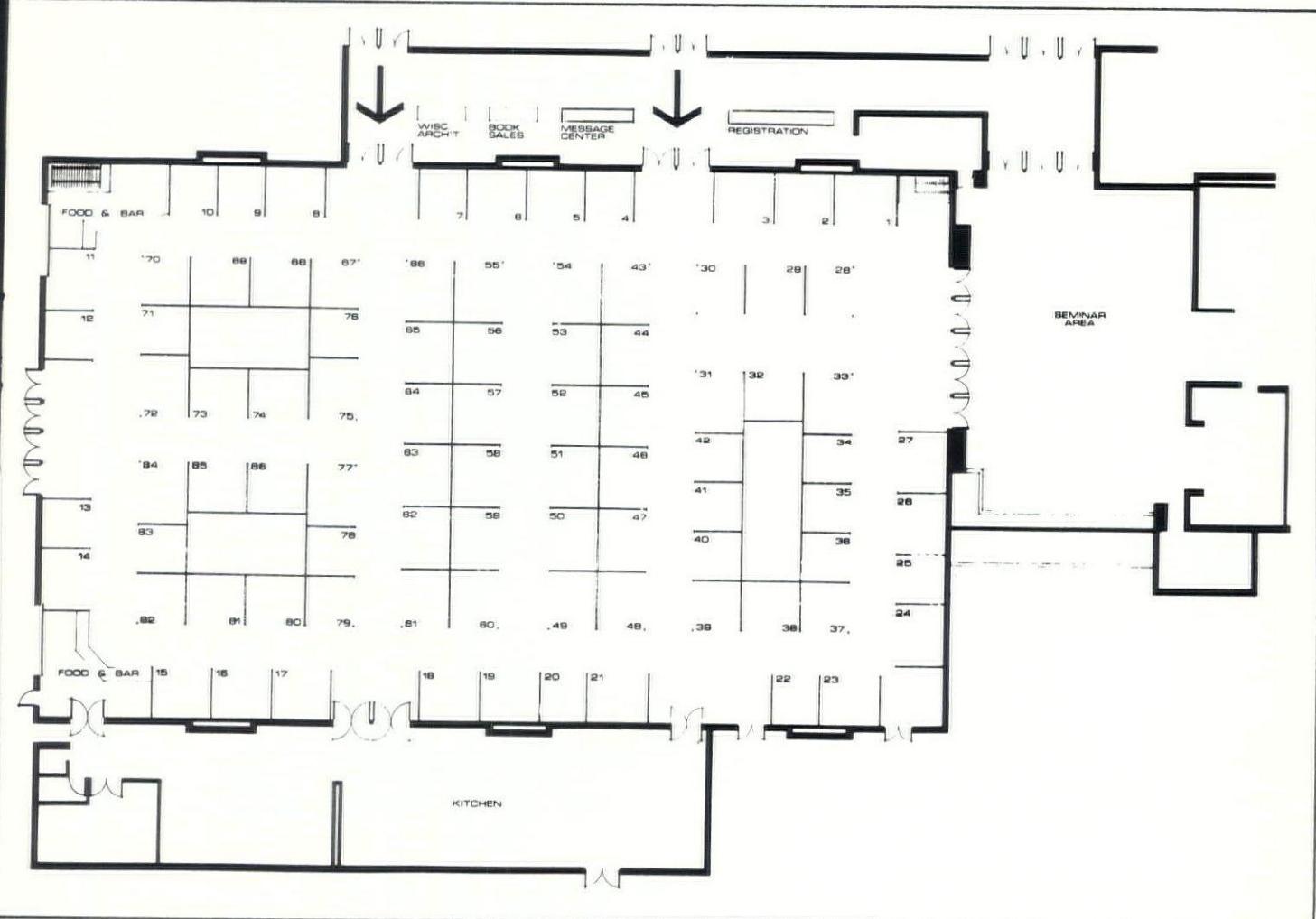
THURSDAY, APRIL 26, 1973

8:30 A.M.	Registration Opens <i>Convention Hall Foyer</i>
8:30 A.M.-10:00 A.M.	Complimentary Continental Breakfast and Viewing Exhibits <i>Exhibit Area — Convention Hall</i>
*10:00 A.M.-12:00 Noon	Women's Hospitality Room 0111, Near Exhibit Area. Come In and Rest and Have Some Coffee!
10:00 A.M.-12:00 Noon	"Architectural Practice in Action" <i>Seminar Area — Convention Hall</i> Speaker: Mr. William Geddis, A.I.A., The Architects Collaborative, Boston, Massachusetts
12:00 Noon-1:00 P.M.	Complimentary Walking Lunch and Viewing Exhibits <i>Exhibit Area — Convention Hall</i>
12:30 P.M.- 5:30 P.M.	Joint Golf Tournament With Exhibitors and A.I.A. Members <i>Playboy Pro Shop</i>

*Women's Events — ALL W.A.L. Exhibitors' Wives and Guests are invited!

1973 CONVENTION

BOOTH LISTING



BOOTH

1. Asbestos Service Company
2. Architectural Components, Inc.
3. Duwe Precast Concrete Products, Inc.
4. School Equipment Consultants, Inc.
5. Empro Corporation
6. Structural Products Corporation
7. Structural Products Corporation
8. Bradley Corporation
9. Halquist Stone Company, Inc.
10. A. L. Grootemaat & Sons, Inc.
11. Perma Coatings, Inc.
12. Connor Forest Industries
13. Masonry Systems of Wisconsin
16. Ver Halen, Inc.
19. Butler Tile
20. S. J. Casper Company, Inc.
22. Wisconsin Bridge & Iron Company
23. Klein Dickert
24. J. W. Peters & Sons, Inc.
25. Sun Valley Pools
26. Owens-Corning Fiberglas Corporation
27. Wisconsin Telephone Company
28. Tews Lime and Cement Company
29. Can-Tex Industries
30. PPG Industries, Inc.
31. The Radford

BOOTH

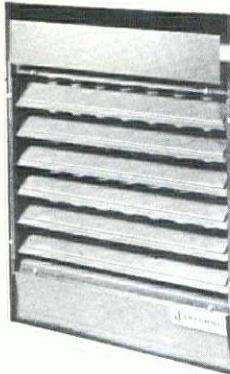
32. R & S Parts, Inc.
33. Milwaukee Insulation Company, Inc.
34. Anchor Coatings Inc.
35. Peterson Chemical Corporation
36. North Central Terrazzo Association
37. Homasote Company
39. West Bend Concrete Products Company
40. West Bend Concrete Products Company
41. Wisconsin Tubing, Inc.
42. Ink-Smith, N.W., Inc.
43. Spancrete Industries, Inc.
44. Donovan Equipment, Inc.
45. Moldcast Mfg. Company
46. Moldcast Mfg. Company
47. Jim Michel Building Specialties, Inc.
48. Shannon Floor Company, Inc.
49. Best Block Company
53. GAF Corporation
54. Weyerhaeuser Company
55. Kawneer/Amax
56. Tiling Sales, Inc.
57. Trane Company

BOOTH

60. Weather Shield Mfg., Inc.
61. American Clean Tile Company
63. Food Service Equipment Distributors Association
64. Frank Dau, Inc.
65. Wisconsin Chapter, American Woodwork Institute
66. Streator Brick Systems, Inc.
67. Fireproof Products, Inc.
68. Reinke and Schomann, Inc.
69. Reinke and Schomann, Inc.
70. American Institute of Steel Construction
71. Mid Wall Co., Division of T. C. Esser Company
72. Charles Bruning Company
75. Northwestern Elevator Company, Inc.
76. Sheboygan Glass Company
77. Buckstaff Company
78. Osborne Brick Company
79. Lake Street Industries
81. Temp-Heat, Div. of Rupp Ind.
82. I. T. Verdin Company
83. Alpana Aluminum Products, Inc.
84. In-Sink-Erator

JANITROL

The Comfort Maker



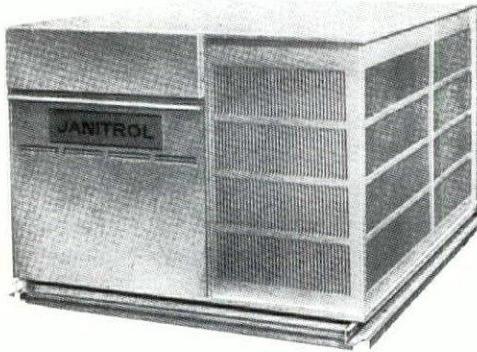
Hundreds of combinations for complete comfort for business and industry

Commercial / Industrial Series 68 Gas Unit Heaters

- 14 models — 30,000 to 400,000 BTU/hr. range.
- Fast, economical suspension type installation.
- Heat exchangers available in aluminized and stainless steels.
- All units shipped completely pre-wired and factory-assembled.
- Fast, economical suspension type installation.
- Heat exchangers available in aluminized and stainless steels.
- All units shipped completely pre-wired and factory-assembled.

JANITROL Series 47

Combination Gas Heat Electric Cooling



"47" Series

APPLICATION: A gas-fired heating and electric air conditioning package unit for rooftop or slab installation in residential, commercial and industrial applications. Available in combinations of 120,000 BTU thru 600,000 BTU gas input heating, with 3-ton thru 20-ton cooling capacity. Accessory factory plenums and curbs available.

WEIL McLAIN

America's most complete Line of Cast Iron Boilers



Hydro-Wall No. 94

Boiler-Burner Unit for light oil, gas/light oil and gas. 18 sizes.

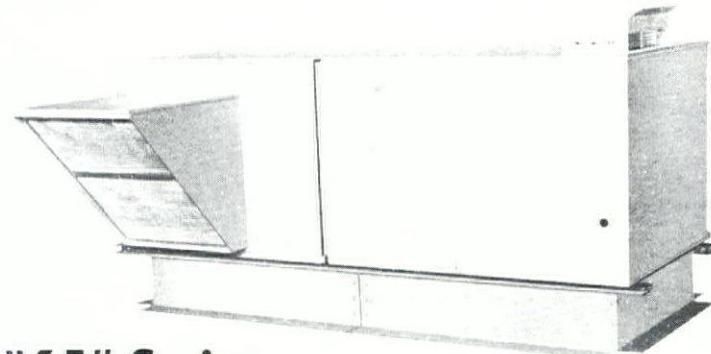
Net load range:
1,763,500 — 6,060,900 BTU/hr.
hot water; 6,560 — 22,550
sq. ft. steam.

With a wide range of types and sizes in the Weil-McLain line, there's a heavy-duty commercial unit to fit every customer need. Gas, light oil, combination gas/light oil, heavy oil or coal — with capacities to 6,060,900 BTU/hr.

You're competitive on costs, too, because Weil-McLain gives you complete flexibility to meet every challenging job.

JANITROL Series 65

Outdoor Forced Air Furnace



"65" Series

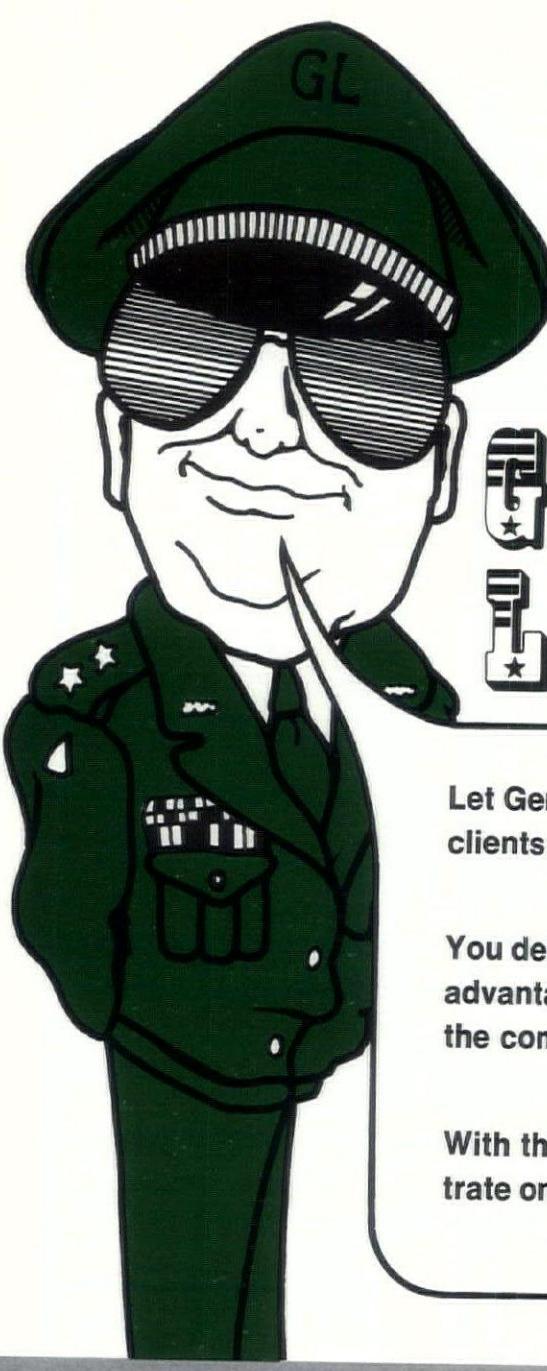
APPLICATIONS: A gas-fired heating unit within a compact weatherproof cabinet for rooftop or slab installation in residential, commercial, and industrial applications. Unit is ideal for indirect fired make-up air installations. Available in 120,000 BTU, 200,000 BTU, 300,000 BTU and 400,000 BTU gas input sizes. Accessory factory plenums and curbs available.

MILWAUKEE STOVE & FURNACE SUPPLY CO.

MILWAUKEE
5020 W. State St.
(414) 453-1100

MADISON
1013 Jonathan Drive
(608) 271-8151

GREEN BAY
2442 Hutson Road
(414) 499-5961



*a
word
from . . .*

GENERAL LEASING:

Let General Leasing assist you, the architect . . . in giving your clients a *full service building package!*

You design and build . . . General Leasing will show you all the advantages of leasing new, modern, efficient equipment to fill the complete facility.

With this full service package your client has only to concentrate on his job . . . and leave the rest to you and me!



**"A WISCONSIN CORPORATION
... WITH A WORLD OF LEASING KNOWLEDGE"**



**THE
LAKE GENEVA
PLAYBOY CLUB
WELCOMES
THE
WISCONSIN CHAPTER
A.I.A.
TO ITS ANNUAL
CONVENTION**

**LAKE GENEVA PLAYBOY CLUB
Lake Geneva, Wisconsin 53147 (414)248-8811**

Four myths about architects.

"To the architect, time is no object."

The truth is that in the new science of fast construction, it is architects who are the pioneers. Using new techniques like "Fast Track" and "Critical Path," they are meeting and even beating some murderous deadlines. At the site for Memorex's huge new headquarters in Santa Clara, California, architects had steelwork up in 3 weeks, the first products rolling off assembly lines within 9 months, and the entire complex (4 buildings, which won awards for their good looks) finished inside of 2 years!

"His estimate is an under-estimate."

The truth is that despite the dizzying impact of inflation, architects' estimates have proved to be surprisingly realistic. A random sampling of 25 architectural projects in North Carolina last year showed that final construction costs were \$3,195,843 *under* the architects' original estimates. And there's no reason to believe that North Carolina's architects are any shrewder than the rest.

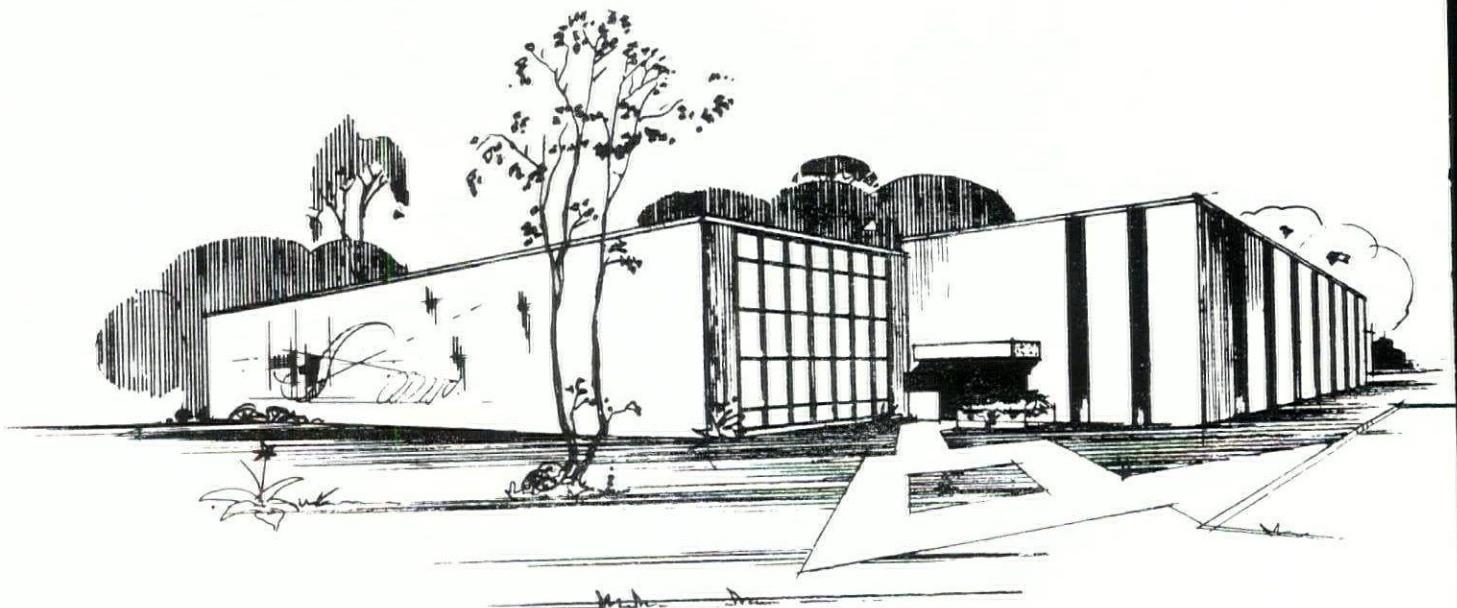
"He loves to spend your money because his fee is a percentage."

The truth is that architects today will often negotiate a *fixed fee* before they begin work. But the architect who did Cities Service Oil's headquarters in Tulsa was working for the traditional percentage. He found a way to use the outer walls as a truss, thus reducing the cost of the building by \$1,000,000 and—incidentally—clipping a sizable sum off his own fee!

"He cares more about the way it looks than the way it works."

Ten businessmen who've dealt with architects recently have taken the trouble to demolish *this* myth. They describe how their architects gave them buildings that work in ways they would never have thought of themselves, and we've put their stories into a booklet. We'll send you a copy, free: Just drop a card to Wisconsin Chapter, The American Institute of Architects, 788 North Jefferson Street Milwaukee, Wisconsin 53202 (It happens to be a good-looking booklet, as well.)

Conrad Schmitt Studios Inc.



WE WOULD LIKE TO WELCOME YOU TO OUR NEW HOME!

The Conrad Schmitt Studios, Inc., is continuing to offer its services in the arts. However, we have broadened our scope with the addition of three new divisions. Available to the public now at the studio are the following:

Fine Arts Gallery: original oils and water colors available from \$100.00 to \$30,000.00 each.

Commercial Interiors: office and institutional furniture and furnishings, carpeting and draperies.

Retail Sales: stained and faceted glass.

We are also continuing to offer our services as designers of stained glass, faceted glass, Leptat Glass, etched glass, mosaic, marble and sculptures.

We would be happy work with you as an architect or designer on any of the above-mentioned items.

Tours Available Upon Request.

Total-Electric planning lets you turn dream designs into realities

Total-Electric Shepard Hills Elementary School,
Oak Creek

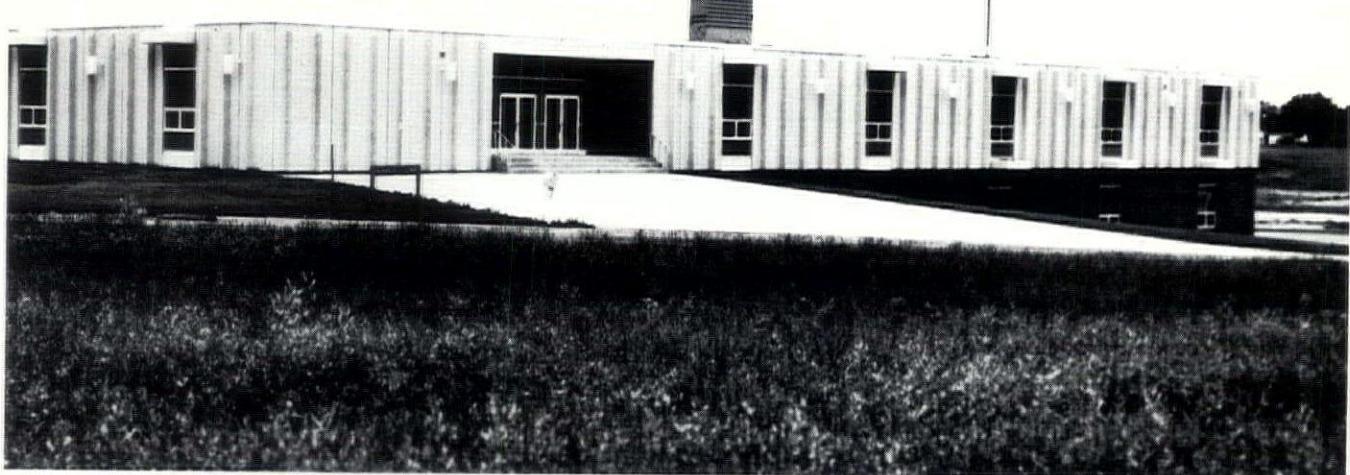
Plunkett, Keymar, Reginato & Associates,
Architects

Versatile. That's Total-Electric. Plan any structure...mix heating and cooling systems...provide room-by-room temperature control...recover heat from lighting and people. Total-Electric lets you do all this and more. It's the modern, flexible way to turn beautiful concepts into practical building reality.

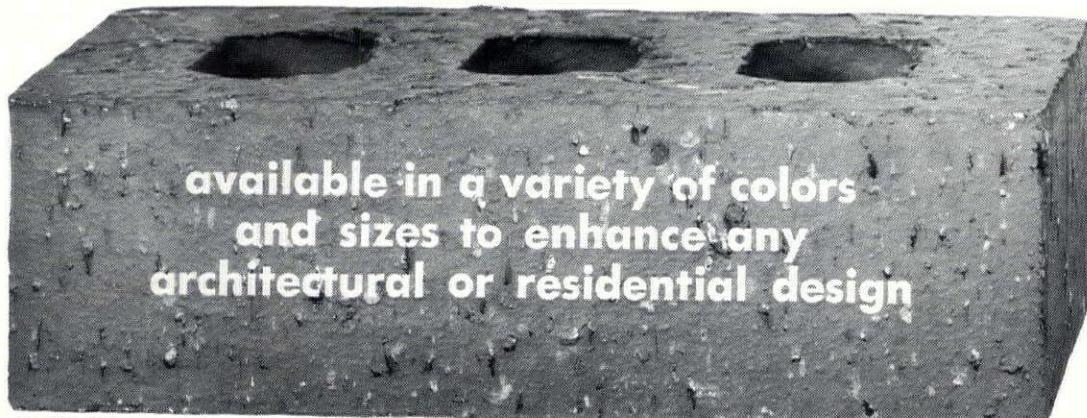
For more information about Total-Electric—and its costs—call us.



Wisconsin Electric POWER COMPANY



CAN-TEX FACE BRICK



CAN-TEX
INDUSTRIES®

A DIVISION OF **Harsco** CORPORATION

BRICK AND TILE DIVISION

DES MOINES

101 Ashworth Road
West Des Moines, Iowa 50265
Sales Office (515) 279-9721
Distributor Sales (515) 279-1327

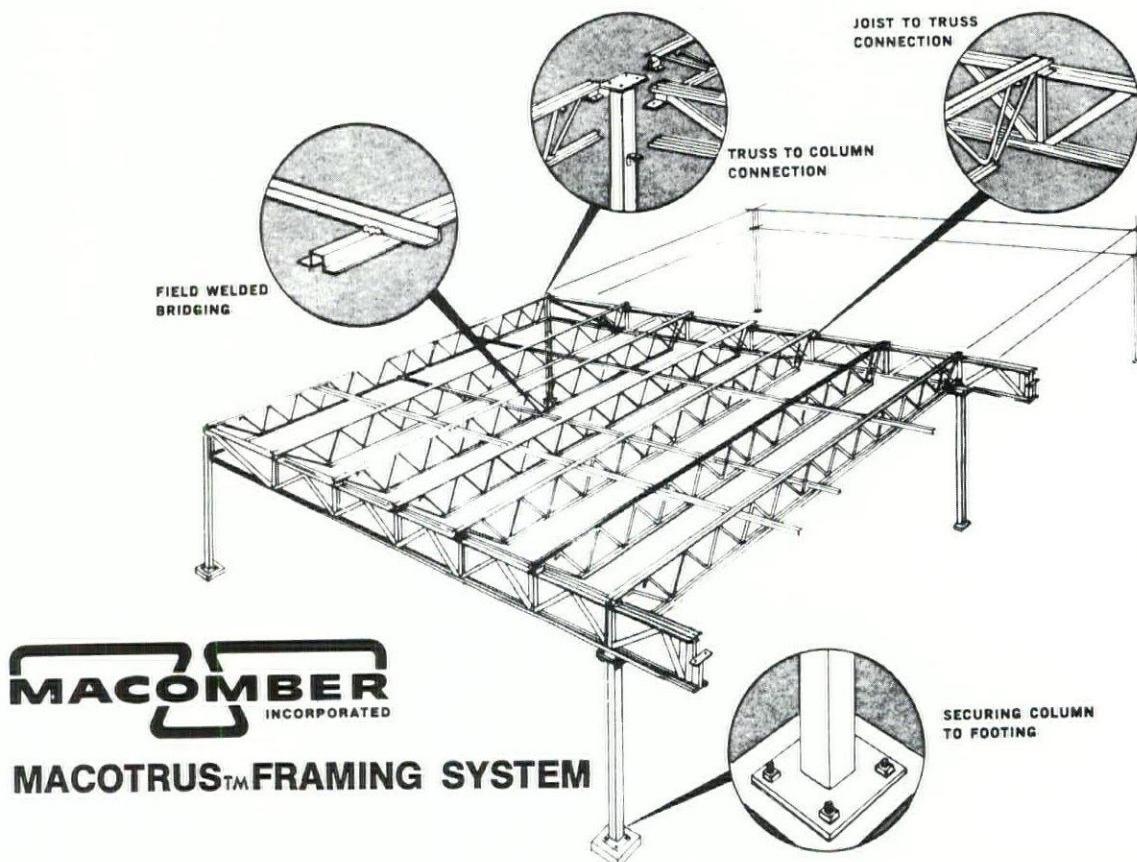
MASON CITY

P.O. Box 619
Mason City, Iowa 50401
(515) 423-6264

MINNEAPOLIS - ST. PAUL

268 S. Plaza Bldg.
Gamble Center
Minneapolis, Minn. 55416
(612) 544-3612

STRUCTURAL PRODUCTS CORPORATION



MACOTRUS™ FRAMING SYSTEM

MACOMBER MACOTRUS STEEL FRAMING SYSTEM — The MACOTRUS System combines open web joists bearing on top chords of trusses with steel tubular columns and steel roof deck. Strength and rigidity of the frame is due to the utilization of Macomber high strength cold rollformed sections throughout its components. The MACOTRUS System is virtually unlimited in range of application; i.e., shopping centers, industrial buildings, warehouses, health care facilities, schools, and many other types of structures. The system is economical, practical, and compatible with modern finishing materials and techniques. Flexibility of the system lends itself to any architectural style.

THE PLANNING MODULE — The Macomber MACOTRUS System is available for three planning modules or joist spacings. These spacings are: 5'-0", 6'-0", and 6'-8", which satisfies most framing requirements. Column spacings along truss lines are in multiples of these modules. Column spacings perpendicular to truss lines may vary as required.

MACOTRUS SYSTEM STEEL FRAMING COMPONENTS — The MACOTRUS System is composed of trusses, open web joists, and tubular columns. The joists bear on the top chord of the trusses, which, in turn, are supported by the columns.

The primary member is a truss consisting of high strength cold rollformed chords and webs. Trusses are available in depths of 28", 32", or 36". Deep truss to column connections give exceptional rigidity on simple span conditions.

Come and See **MACOTRUS™ FRAMING SYSTEM** in our booths 6 and 7 at your state convention

S.P.C.

STRUCTURAL • PRODUCTS • CORPORATION

3725 North 126th Street • Brookfield, Wisconsin 53005 • (414) 781-3860

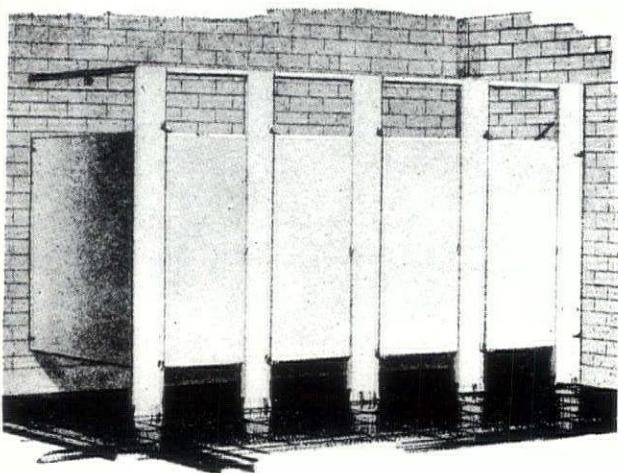
MA-CON Construction Corp.

6840 North Sidney Place
Milwaukee, Wisconsin
Phone 352-5050

GENERAL CONTRACTORS
CONCRETE • MASONRY
CARPENTRY



BNCO Metal Toilet Partitions



Delivery from Stock

CONTINENTAL COLUMBUS CORP.

a subsidiary of Biersach & Niedermeyer Co.

CUSTOM METAL FABRICATORS

100 Continental Dr. Columbus, Wis. 53725
Phone 623-2540

**A.L.
Grootemaat
& Sons, Inc.
assists
Wisconsin
architects
in:**

FINANCING FOR

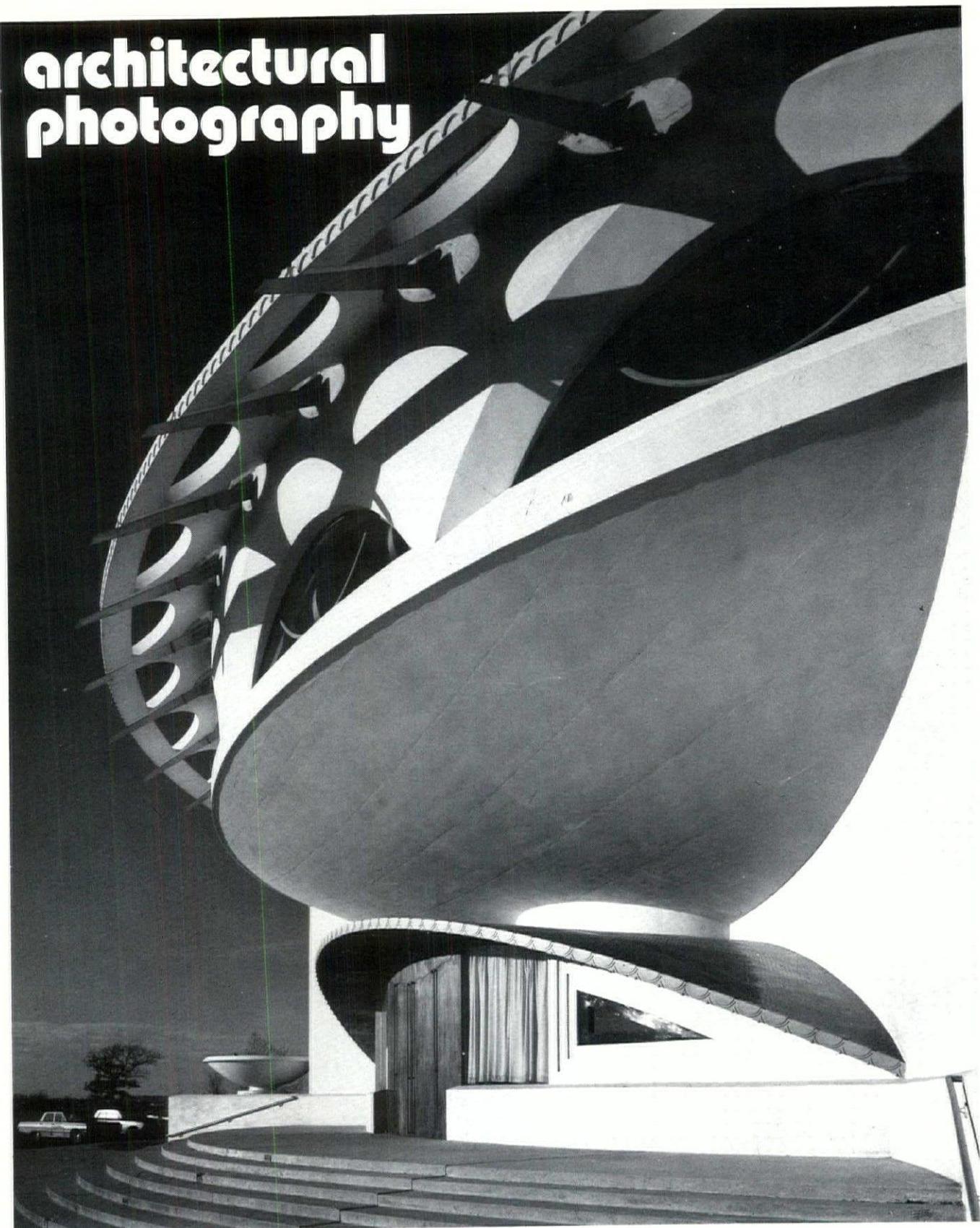
- Apartments
- Condominiums
- HUD Projects
- Commercial Properties

DEVELOPING & SYNDICATING



A. L. GROOTEMAAT & SONS, INC.
110 E. Wisconsin Avenue
Milwaukee, Wisconsin 53202
Telephone 414/271-5690

architectural photography



wolin studios

Member Architectural Photographers Association.
Nationally known, award-winning architectural photography.
Call us now to plan this season's assignments.
Professionalism at a cost you can afford. Call (608) 256-3993.
151 East Gorham St., Madison, Wisconsin 53703



Northridge Lakes

*"human architecture,
functional and aware of our time"*

William Wenzler

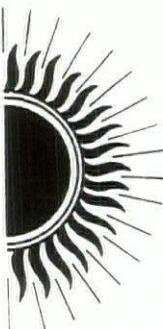
**JOSEPH P.
JANSEN
COMPANY**



Joseph P. Jansen Company is proud to have been general contractor for Northridge Lakes Phase I, and salutes its Architect, Wm. P. Wenzler & Associates.

SUN
VALLEY
POOLS

DIVISION OF
WATER WORLD INDUSTRIES, INC.

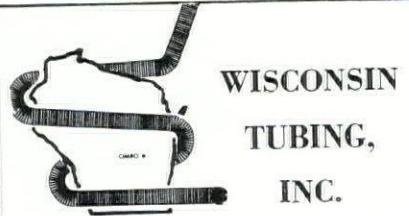


- SWIMMING POOLS
- THERAPY POOLS
- SAUNAS
- WATER SOFTENERS
- FOUNTAINS
- AIR BUILDINGS

P.O. BOX 442

MENOMONEE FALLS, WISCONSIN 53051

TELEPHONE 414-251-7700



Corrugated Plastic Drainage Tubing

See us at Booth 41
W.A.I.A. Convention
April 24, 25, and 26.

RT. 2, BOX 282-A
OMRO, WIS. 54963
TEL.: (414) 685-2711



FABRICATOR
NO 225

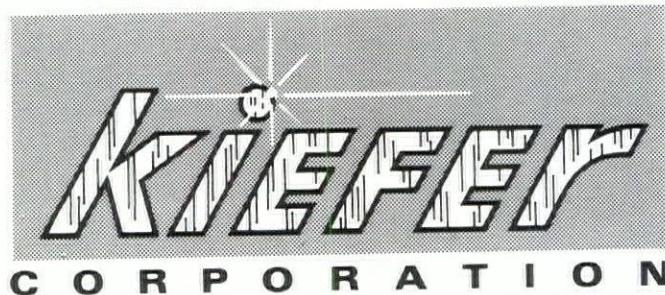
Our credentials for serving your needs in

FOOD SERVICE

and STAINLESS STEEL KITCHEN SYSTEM PLANNING

Call on us for

- Design Assistance • Specification Writing • Bids & Estimates
- Custom Equipment Manufacturing • Expert Installation

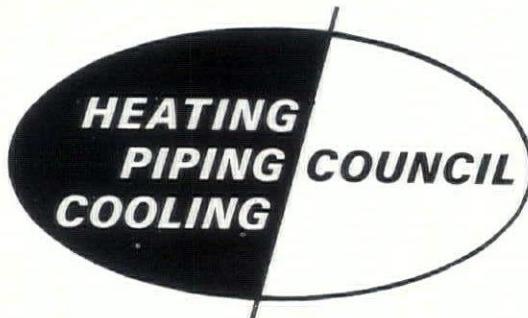


*Creative Craftsmanship in
Stainless Steel Since 1901*

2202 W. Clybourn Street
Milwaukee, WI 53233
414/342-8820

KC-6

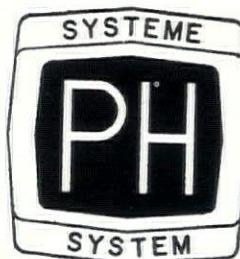
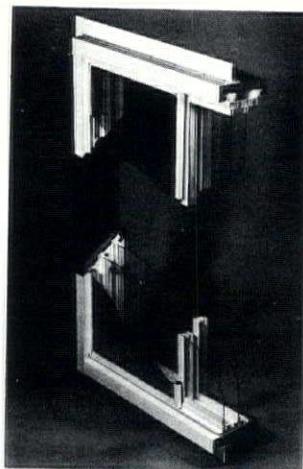
Industry Improvement thru Industry Participation



133 South Butler Street
Madison, Wisconsin
Area Code 608 256-6886

**HEATING
PIPING COUNCIL
COOLING**

**R.O.W. PRESENTS THE
P.H. WINDOW SYSTEMS**



Exceeds all requirements of B2-HP test by AAMA Assoc. for 1— Air Infiltration, 2— Water Resistance, 3— Physical Load, 4— Structural Load. 40 lbs. sq. ft. equivalent to 126.5 miles per hour wind velocity qualifies windows to be used 125 ft. above ground level or in a 13 story high rise.

WISCONSIN WINDOW UNIT CO.

Manufacturer of R.O.W. Windows
Merrill, Wisconsin



—Featuring—
Technical Assistance
Strong Field Service

MAUTZ PAINT CO.

Home Offices —
Madison, Wisconsin

Distribution Centers

Appleton	Rochester
Des Moines	Moorhead
Dubuque	Rockford
Eau Claire	South Bend
Green Bay	Wausau
Kansas City	Wis. Rapids
Madison	St. Paul
Milwaukee	Janesville

Structural Steel Weldments Custom Machinery

The Lakeside Service is complete...
What can we do for you?



LAKESIDE BRIDGE & STEEL CO.

5300 N. 33rd ST. MILWAUKEE, WISCONSIN 53209
(414)462-5900

WISCONSIN ARCHITECT

785 North Jefferson Street
Milwaukee, Wisconsin 53202

*Address Correction Requested
Return Postage Guaranteed*

AMERICAN INSTITUTE OF
ARCHITECTS-LIBRARY
1735 NEW YORK AVE. NW
WASHINGTON, D.C. 20006

Controlled Circulation
POSTAGE PAID
at Milwaukee, Wisconsin

Pleased to Be Associated With...

Merit Award Winner

NORTHRIDGE LAKE COMMUNITY DEVELOPMENT

Architect: Wm. Wenzler & Associates

BANNER LUMBER CO.

2000 South 4th Street
Milwaukee, Wisconsin 53204
(414) 672-8200

Rough Lumber

BERBAUM MILLWORK

3403 West Kiehnau
Milwaukee, Wisconsin 53209
(414) 352-9168

Millwork

JOHN BUHLER CO., INC.

3131 North 31st Street
Milwaukee, Wisconsin 53216
(414) 444-3870

Mail Boxes

FABRI-WELD

4676 North 125th Street *Miscellaneous Iron*
Butler, Wisconsin 53007
(414) 781-9016

FELKER DRYWALL SERVICE, INC.

1810 South Calhoun Road *Drywall*
New Berlin, Wisconsin 53151
(414) 786-3140

GENERAL FIRE EQUIPMENT

6914 West State Street *Extinguishers*
Milwaukee, Wisconsin 53213
(414) 475-0959

JULIEN SHADE SHOP, INC.

829 West Michigan
Milwaukee, Wisconsin 53233
(414) 271-3864

Curtain Rods

KOPFMANN CO.

4911 West Good Hope
Milwaukee, Wisconsin 53223
(414) 352-6320

*Counter and
Vanity Tops*

KOPPERS COMPANY

3274 North 77th Street *Laminated Beams*
Milwaukee, Wisconsin 53222
(414) 442-3980

MINASH & CO.

9055 North 51st Street *TV System and
Equipment*
Milwaukee, Wisconsin 53223
(414) 355-3500

ROE & OSELAND

2431 West Center Street *Carpet Installation*
Milwaukee, Wisconsin 53206
(414) 374-5010